

J S BRIGGS

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIII.

NEW YORK, MAY 13, 1903.

No. 7.

A "STAR SPECIAL"

leaves every morning
carrying nearly
10,000 copies of

THE
MUNCIE, Ind.

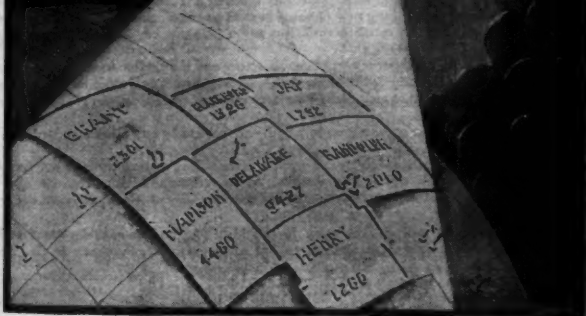
STAR.

Paid circulation
exceeding

26,000

DAILY

guaranteed
by BANK.



Write for "Star Special" Calendar, printed in three colors—Size, 12 x 16.

Every one who knows anything about American Advertising knows that Rowell's American Newspaper Directory is the Standard Guide of American Advertisers.

As a matter of plain truth, there's only one. The American Newspaper Directory is the Webster's Dictionary for advertising. As for its integrity, I don't believe that any fair-minded man ever questions it, be he publisher or advertiser.—*Daniel M. Lord, of the Lord & Thomas Advertising Agency, Chicago.*

We have not been without a copy of the American Newspaper Directory since we have been users of advertising space, and feel that we could not well get along without it.—*Scott & Bowne, New York.*

Last spring we had occasion to look up the circulation of a large number of newspapers, and although we had a half-dozen directories in our office, we purchased a copy of the American Newspaper Directory, and used it as the standard in the work we had in hand.—*L. B. Jones, Eastman Kodak Co., Rochester, N. Y.*

The accuracy and thoroughness of the information furnished by the American Newspaper Directory is so far ahead of all imitators that it stands practically alone.—*A. Maurice Low, Representative Boston Globe, Washington, D. C.*

The American Newspaper Directory is accepted as standard authority on newspaper circulation in this office.—*F. R. Kathrens, Pabst Brewing Co., Milwaukee, Wis.*

We find that we get a correct idea of circulations from the American Newspaper Directory that cannot be obtained from any other similar publication. We thoroughly appreciate the faithful manner in which it is compiled.—*Jos. H. Hannen, Advertising Agent Southern Railway, Washington, D. C.*

We should hardly know how to get along without the American Newspaper Directory. We regard it by all odds the most complete and reliable guide that the advertiser can make use of; in fact, we use no other.—*R. V. Pierce, President World's Dispensary Medical Association, Buffalo, N. Y.*

We have used the American Newspaper Directory in our advertising department during the past ten years, and could not get along without it.—*Walter Baker Co., Limited, Boston.*

Every page of the American Newspaper Directory breathes the desire of its publishers that it shall be absolutely correct in every statement it makes.—*Clerk of Committee on Banking and Currency, House of Representatives, United States.*

We have made use of the American Newspaper Directory for a number of years and look upon it as an authority on newspaper statistics.—*J. G. Hamm, Adv. Mgr. Centaur Co., New York.*

The care with which the American Newspaper Directory is edited, the inflexibility of its methods, the opportunity for exact knowledge enjoyed by its publisher, and the comprehensive scheme of the work make it almost indispensable to the general advertiser.—*Artemas Ward, Publisher of Fame, New York.*

The American Newspaper Directory is about as important a part of our business machinery as we have in our office; we do not know how we could get along without it.—*A. J. Phillips, Pres. D. R. Kennedy Corporation, Rondout, N. Y.*

Although the American Newspaper Directory reached a high state of perfection several years ago, there is always something new of value in each succeeding edition. It is regarded as the standard of authority with the Southern Railway.—*H. Hardwick, Gen. Passenger Agent, Southern Railway, Washington, D. C.*

In my opinion there is only one newspaper directory and that is the American Newspaper Directory. We use it constantly in the work of this agency, and I do not know of any two, or three, or half a dozen books that could take its place.—*John Lee Mahin, Pres. Mahin Advertising Co., Chicago.*

We find it an uncertain undertaking to judge newspapers by any other standard.—*F. A. Partenheimer, Adv. Mgr. Robinson-Danforth Co., St. Louis, Mo.*

Next to our own inside knowledge of newspaper circulation received through our traveling men and other direct sources, we are guided mainly by the ratings and information contained in Geo. P. Rowell & Co.'s American Newspaper Directory.—*Brent Good, President Carter Medicine Co., New York.*

We think the way of stating circulation is the ideal one, and we consider the American Newspaper Directory not only a great help to us, but a necessity.—*A. C. Meyer & Co., Baltimore, Md.*

Subscription price \$10—net.

Address GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1903.

VOL. XLIII.

NEW YORK, MAY 13, 1903.

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IN THE NURSERY.

When the Little Schoolmaster set up in the pedagogic way of life some fifteen years ago he began to give expression to a large idea—Modern Systematized Advertising. Never before had this idea found voice in a journal that would spread it abroad and place it at the disposal of the thousands of business men who needed it in their daily affairs. That it was an exceedingly large idea, and a timely one, is shown not only in the wonderful growth of advertising since then, but in the numerous journals modeled upon PRINTERS' INK that have appeared in its wake during the past decade and a half. To the present day these "PRINTERS' INK babies," as they are called, have aggregated more than two hundred, but the rate of infant mortality in the field of advertising journalism is high, and only a small percentage have survived. The 1903 issue of the American Newspaper Directory lists but thirty publications devoted to advertising—five weeklies and twenty-five monthlies. The first of the weeklies, and of them all, is PRINTERS' INK, with a figure rating of 18,397. It is difficult to say which of the four remaining weeklies is second. In point of circulation the *National Advertiser*, published in New York City, with an I rating (exceeding 1,000) is entitled to precedence. Its hebdomathical issue consists of between sixteen and thirty-two pages, and contains advertising gossip, news items, "tips for the advertising manager" and two pages of editorials, which sometimes treat of advertising topics and again of woman's rights or the crowded elevated cars. In point of prestige perhaps the

Fourth Estate is entitled to second place. This publication was established in 1894, and enjoys a rating of "JKL" (less than 1,000). Divided between journalism and advertising, it gives the greater share of its attention to the former, and covers the newspaper-making field. The matter pertaining to advertising is chiefly of a news character. The *Retailer and Advertiser*, published weekly in New York City, was formerly called *Brains*. The Directory accords it a "JKL" rating. The fourth weekly is an eight-page periodical called the *Advertiser and Publisher*. It is issued in Chicago, was established something over a year ago, and is rated "JKL."

Successful advertising journals usually take the monthly form of publication. Hardly any weekly of importance has ever appeared in the Little Schoolmaster's shifting family. None have been conspicuously successful financially, and few have exhibited sterling literary matter. One of the most conspicuous monthlies while it lasted was *Current Advertising*, the organ of the incisive Mr. Bates, but its place in the Directory knows it no more. Miss Griswold "incorporated" it with *Profitable Advertising* last February. Another monthly—the *Advisor*—the weightiest of them all in point of avoirdupois—lately also ceased publication. Of the twenty-three remaining journals the oldest is *Fame*, published in New York by Artemas Ward since 1891. *Fame* has always been a readable reflection of Mr. Ward's personality, and his optimism and breadth of view in advertising and other matters are worthy of emulation in the field of advertising journalism. A greater breadth of view might be applied to the particular of *Fame's*

circulation, perhaps. Statements have always been difficult to obtain, and the publication now bears an H rating (exceeding 2,250). Next oldest is *Profitable Advertising*, published in Boston by Miss Griswold. This monthly was established in 1891 by an advertising agency, and when it eventually passed into Miss Griswold's hands was made a successful journal by thrift and good business management. Miss Griswold is the bright feminine star of the advertising constellation, and has made her journal a real force. *Profitable Advertising* is rated at 5,000, gives a large share of attention to advertising illustration, and is useful to those interested in the production of fine pictures or literature. On the first of April appeared the initial issue of a supplementary periodical called the Retail Edition of *Profitable Advertising*. This is a monthly of fourteen pages at present, and is to treat store management and retail publicity.

The most useful and successful of the monthly "babies" are those treating special fields of advertising. Several bright journals have subdivided the Little Schoolmaster's vast territory, taking up growing branches of publicity and giving them treatment that is not practicable in a journal covering the whole advertising field. One of the most conspicuous of this class is *Agricultural Advertising*, published in Chicago by the Frank B. White Company, and rated at 7,528. The White agency is devoted almost exclusively to agricultural advertising, and is situated in the center of a vast agricultural region. It has originated a distinct style of copy and illustration in this field, and its monthly is thoroughly representative of that style. Farm journals are not only increasing in number and circulation, but in quality and advertising value. Agricultural advertising therefore is a large subject, and worthy of a publication all to itself. *Agricultural Advertising* covers its field most commendably, and hardly any advertiser who has a general proposition can afford to ignore its teachings, whether he uses farm journals or not. An-

other paper ably filling its own peculiar field is the *Mail Order Journal*, published in Chicago by Louis Guenther and rated at 9,451. Chicago is also the center of the great mail order territory, supporting establishments like Montgomery Ward & Co., John M. Smythe, Sears, Roebuck & Co. and many others of lesser magnitude. The *Mail Order Journal* reflects its subject creditably, and is a practical exponent of an exceedingly practical branch of publicity. It seems to have no competitor as an expositor of the art of advertising small novelties, and is a medium much used by advertisers to introduce such novelties to the trade.

In Cleveland, Ohio, is published another class journal—a thirty-two page monthly called *Machinery Advertising*. While this publication has been in existence only since 1900, and has a "JKL" rating, it would appear to have broken ground in a field where there is ample room for development along special lines. The interest manifested in the series of articles on machinery publicity by John A. Thompson, lately printed by the Little Schoolmaster, shows that this is one of the important special fields in the advertising world. *Class Advertising*, established in Chicago last October by Frank B. White, who has withdrawn from the agency bearing his name, is a small, promising monthly devoted to agricultural advertising. Outdoor publicity is represented by *Bill-Poster Display Advertising*, published in New York and bearing an H rating. Retail advertising receives special attention in the *Advertising World*, published at Columbus, Ohio. This bright little journal bears a rating of 24,291, and also gives attention to the mail order field, being a medium much in favor with those who advertise small novelties. The *Advertisers' Guide*, published at New Market, N. J., by Stanley Day, and rated 5,041, is another monthly that preaches mail order methods, while retail advertising is treated in the *Advertiser*, a St. Louis monthly, rated I.

The Pacific Coast seems to be developing a storm center of advertising that is quite detached

from the large centers of the East. This section is ably represented by two journals. *White's Sayings*, published at Seattle, Wash., and rated 1,837, was established in 1899 by the advertising agency of C. V. White in that city. It has grown to thirty-two pages, and the individuality of its editor has given it a place as one of the frequently quoted journals in the advertising field. *Pacific Coast Advertising* is another commendable monthly hailing from Los Angeles, Cal., and rated "JKL."

Of the remaining monthlies only four are rated higher than "JKL." *Ad Sense*, published in Chicago, is accorded a figure rating of 6,033, and is a live journal, devoted chiefly to methods, criticisms and news of the general field, with especial reference to Chicago and the West. The *Rhode Island Advertiser*, a tiny journal published at Providence, R. I., is rated 1,258, and is almost wholly local in contents. A Chicago monthly called *Advertising* consists of thirty-two pages and is rated H, while a sixteen-page "baby" called the *Advertiser*, emanating from Cedar Rapids, Iowa, enjoys an I rating. The list of periodicals in the Directory ranged under the head of "Advertising" is completed by the following eight "babies," each of which bears the symbol "JKL": *Practical Advertising*, Atlanta, Ga.; *Common Sense*, Chicago, the organ of the Page-Davis school of advertising; *Plain Talk*, Chicago; *Adology*, Detroit, Mich., the organ of the Brownell & Humphrey agency of that city; *Advertising Iconoclast*, Heron Lake, Minn., the organ of the L. C. Marsh Agency; *Western Advertiser*, Omaha, Neb.; *American Advertiser*, Delhi, N. Y.; *Commercial Advertiser*, Findlay, Ohio.

In the field of window-dressing there are three publications, all monthlies. The *American Advertiser*, Delhi, N. Y., devotes half its space to this subject, and is rated at "JKL"; the *Show Window*, Chicago is rated G (exceeding 4,000), and the *Northwestern Clerk and Window Dresser*, published at Minneapolis, is rated I. A new monthly called the *Window-Trim-mer*, was lately launched in Chi-

cago. The business of distributing advertising literature from house to house is represented by three monthlies—the *Up-to-Date Distributor*, Cleveland, Ohio (2,217), the *Buckeye*, Lancaster, Ohio ("JKL"), and the *Sun*, Philadelphia (C). Each of these journals also devotes space to billboard and outdoor advertising generally.

Two new and lusty monthly "babies" will have mention in the 1904 issue of the Directory. Both promise to be permanent and creditable to the Little Schoolmaster's family, however. *Mahin's Magazine* has in the past few months attained considerable prestige and circulation in the advertising field, and is notable for fine mechanical execution and liberal treatment of publicity. Some good-natured banter has been directed at its articles upon psychology and other occult matter, but it is earnest, honest and genuinely anxious to open up new lines of thought and endeavor. *Judicious Advertising*, the monthly periodical of the Lord & Thomas agency in that city, is a handsome journal along new lines. The Little Schoolmaster recently expressed his opinion that it was the first PRINTERS' INK baby that gave signs of real, practical value. The *Inland Printer*, by far the best typographical journal in the world, was established in 1883, and is rather a large infant. In one sense, however, it may be classed in the Little Schoolmaster's family, for it has in the past decade given valuable information regarding publicity for printers, and its teachings have been in keeping with those of PRINTERS' INK. A similar influence is manifest in countless other trade journals that regularly publish departments devoted to advertising, while even the daily press has taken up advertising topics. One of the largest PRINTERS' INK babies in the country is the Milwaukee *Sentinel*. Advertising journalism has also crossed the seas, and several publications come from England. With all his emulators, however, the Little Schoolmaster still holds his place at the head of the family. None cover the advertising

field so thoroughly or give so much attention to practical method and the value of mediums. In the course of a year he prints many times as much matter as is contained in any half-dozen of his babies, and it is matter of the sort that can only be obtained after years of experience. Many younger and energetic disciples have followed in his footsteps, but advertising journalism to the present time is laid along the lines mapped out in his Spruce street curriculum. He has had many emulators, but he has never had a rival.

INTEREST IN DEPARTMENT STORES.

MILWAUKEE, Wis., April 29, 1903.
Editor of PRINTERS' INK:

Permit me to "second" the suggestion that Mr. Chas. B. Davis brings out in his article, in this week's edition of the Little Schoolmaster, in which he courts a wider discussion of "Department Store Advertising."

This subject cannot fail to be of absorbing interest to a great number of readers and especially so to advertisers of department stores.

Yours respectfully,

Herman Black

Advertiser and Sales Manager, Ed.
Schuster & Co.

GOOD THINGS EVEN IN THOSE DAYS.

If you wish to sell more goods this year than you ever did before, advertise more. The unparalleled success of those merchants and traders who have kept their names and their goods before the people, is a lesson not to be disregarded by any one who depends upon public patronage for a living. The best customers are those who find out what they want before they leave home, and these are the ones who invariably look in the newspaper to see where the article is to be found. If you want a steamboat or a poodle dog, a thousand laborers or an errand boy; if you want anything whatever that you do not know just where to find, or do not choose to run after, advertise your wants, and ninety-nine times in a hundred you will be gladly served at your door, far cheaper and better than by any other known process. The daily newspaper is the established medium of exchange between mind and mind in regard to nearly all the wants of life, and its usefulness is extending among all classes with surprising rapidity. Everybody reads the morning paper from the millionaire over his coffee, to the bootblack who has just polished his honor's boots—and no part of the paper gives so fresh, varied, and comprehensive pictures of the city and the age as the advertisements.—*New York Tribune*, 1852.

APPRECIATIVE.

BATAVIA, N. Y., April 28, 1903.
Editor of PRINTERS' INK:

We were much gratified, upon receipt of the copy of PRINTERS' INK for April 29th, to see that you had taken Batavia for the purpose of illustrating the methods of the American Newspaper Directory in giving advertisers information regarding the value of advertising mediums of the country. We appreciate the high compliment paid the *News* in selecting it as a type for this purpose.

We have been appreciative readers of PRINTERS' INK for many years, and have before had occasion to note that the Little Schoolmaster is willing to say good things about newspapers that are entitled to praise, even though they may not be large users of space in your columns. The fact that you have recently given up the former policy of exchanging space for advertising is, we think, decidedly to your advantage and to the advantage of the newspapers using your columns, and we hope at no distant date to make such use of the publicity which PRINTERS' INK gives to the newspaper publishers who have confidence in their mediums, as our limited resources and proportionate results to be obtained, may warrant.

We should like to use a number of your issue of the 29th for our own personal benefit, and you may send us, with bill, fifty copies of that date. We would like to use a larger number, but in explanation would say that we cannot very well use them among our local patrons for the reason that the rating of our contemporary the *Times* is not such as would leave the right impression on the local people. That paper has been conducted as a daily since last October and has doubtless a circulation that entitles it to a better rating than a "JKL," which you give it. The fact that its publishers do not see the advantage of furnishing reliable information to the American Newspaper Directory is not your fault, of course, but if we were to make any special use of the article here, it might give the impression that we were trying to take unfair advantage of a contemporary.

In the meantime the circulation of the *News* from January 1st to the present date shows a handsome average increase over the issue of 1902, and we believe we will be able to show a proportionate increase for the whole year.

Acknowledging our obligation to you for the courtesy extended and the compliment paid the *News*, we remain,

Very truly yours,

Grivold The Main
By G. H. Grivold, Am. Mgr.
The Daily News.

PERPETUAL MOMENTUM.

No business was ever advertised so extensively that it would carry itself by the momentum it had attained. The fastest express train stops after a while if the steam is cut off—unless it is going down hill all the way.—*Class Advertising*.

"One Cent Buys the Best."

The person not in the newspaper or advertising business, and living more than 100 miles from the city of publication, and whose communication is received first, stating the name of the newspaper to which the above "trade mark" belongs, will receive \$5 by return mail.

The City of

Toronto

has a population of 225,000. They are visited with all the needs that flesh is heir to, and, better yet, they are educated to read ads to find out what they want. If you have something they ought to have, advertise it in the

Evening Telegram

31,428 Daily
34,000 Saturdays

PERRY LUKENS, JR.,

Tribune Bldg., Room 29, is the
New York Representative

The Chicago Record-Herald

gained in April, 1903,
over April, 1902,

Daily, - 5,653
Sunday, 48,734

Daily Average, April, 1903,

160,160

Sunday Average, April, 1903,

195,613

The only known Morning
and Sunday Circulation
in Chicago!

A Record Breaker

The MILWAUKEE JOURNAL broke all local records for April advertising and carried 1,118 columns 19 inches, making a gain over April, 1902, of 334 columns 12 inches. The two other evening papers combined carried 1,563 columns 13 inches, one showing a loss of 42 columns 1 inch; the other a loss of 106 cols. 11 inches. While the paid circulation of THE JOURNAL is larger than is their combined paid circulations, THE JOURNAL'S rates are less than their combined charges.

Circulation, 31,647

Daily average for March.

Total complete papers printed during the year, 9,282,350.

Journal Want Ads Cost One Cent a word

2 Lines Times Bits

THE JOURNAL carries more than all other evening newspapers combined!

S. B. SMITH, C. D. BERTOLET,
30 Tribune Bldg., 705-7 Boyce Bldg.,
New York. Chicago, Ill.

ADVERTISING GRIEF.

By Joel Benton.

There is a somewhat singular custom abroad—and it is especially notable in England, as those who read the London dailies are aware—of printing on each anniversary, or on occasional anniversaries, a notice of the death that has happened long ago of some much beloved relative. This notice may be a precise copy of the news notice that was employed in the obituary department of the paper the day after the death of the person occurred. Just that, perhaps, and nothing more. But it is frequently that, with something added in renewed appreciation of the character department, together with a pathetic lament that is still felt over the family's sad loss.

One might call it a retrospective memorial. On another year, marking the date of the death, a new notice of the same death may appear and it may be newly worded. All notices of this sort are invariably placed, I believe, adjacent to the matter in the daily mortuary column. But, while they are reading matter in one sense, they are strictly advertisements in the commercial sense, and the acceptance of them is paid for by the line or paragraph.

But I never read these retrospective tokens without feeling that they are particularly pathetic. Here, for instance, is this great London crowd of growing millions and of 100,000 or 200,000 new people added each year, none of them pausing to think at all of the great majority of the live people through whose ranks they daily struggle, and here comes the *Times* or *Telegraph* to your table in the morning compelling you to think for a moment of some very ordinary person long dead of whom (no matter how worthy the person was in his humble sphere) only a score or so of people ever thought, or knew or had even heard of when the memorialized person was alive.

As samples of the necrological notices referred to, I copy the following from the last Christmas issue of the *London Daily Telegraph*:

IN MEMORIAM.

AKEHURST.—In affectionate remembrance of Hubert S. Akehurst, who

fell in action at Tweefontein on Xmas morning, 1901.—A. H. and C. M. Armstrong.

CORBETT.—In sorrowful remembrance of my wife, Theresa Louisa, who, after great suffering, died on Christmas Day, 1900.—F. C.

EDGAR.—In loving memory of our dear mother, Alice Edgar (Miss Marriott), who died suddenly Christmas night, 1900. Sadly missed and deeply mourned.—Grace and Adeline.

LAW.—In loving memory of Alice, the affectionate wife of Alfred D. Law, who passed away on Christmas Day, 1896. Sadly missed.—R. I. P.

LAW.—In ever-loving memory of dear Alice, only and much-loved child of William and Marion Green, who was taken from us on Xmas Day, 1896. "Till the day break and the shadows flee away."

PAULIG.—In ever-loving memory of Charles Paulig, who fell asleep on Oct. 29. Deeply mourned.

"O for the touch of thy vanished hand, And the sound of thy voice which is still!"

SMYTHSON.—To the dear memory of Marcus Alfred Smythson, who died on Christmas Day, 1896, and of Jane Harriet Smythson, who died May 20, 1894.

These that follow are from a recent issue of the *New York Herald*:

IN MEMORIAM.

CELLER.—In memory of our beloved father, Marks Celler. Died March 31, 1901.

FENNELL.—In memory of my beloved husband and our dear father, George Fennell, who entered into rest on March 28, 1902. Interment and unveiling of monument on Tuesday, March 31, at three o'clock, at Hawthorne and Park avs., Woodlawn. Relatives and friends are invited.

The parental, or filial or fraternal thought that does this remembering is intensely touching, as it signals a deep in the human heart that can well be set over against many human actions of a darker and more sombre hue. In a few instances, I think, this announced grief, or published pathos, has found place in some American journals besides the *Herald*. In England, however, the custom is indigenous and natural.

Whether this memorial habit could really be transplanted here so as to live permanently, in a country whose eyes only look forward, and where the past is dim and distant—even if helped by the publisher's commercial instinct for profit—is a matter perhaps for some questioning doubt.

MERCHANTS should co-operate with those who advertise for the benefit of the retail trade.—*Progressive Advertiser*.

Have you a friend in
Kansas City?

Ask him if he doesn't read

The Star

in the evening and

The Times

in the morning.

Combined circulation
200,000 a day.

The Kansas City Sunday STAR.

Circulation 115,000.

The Kansas City Weekly
STAR goes into over 215,000
farm houses every week.

SOUTHERN NEWSPAPERS.

(Reprinted from the Knoxville, Tenn., Sentinel.)

There are only thirty-three newspapers in the South accorded ratings of an average of over 5,000 copies daily during 1902 by the recognized authority on circulation—the American Newspaper Directory—the latest issue of which is just to hand. The following table gives the names of these papers, their circulations in 1901 and 1902 with their percentage of increase:

	1902.	1901.	Per Cent. Inc.
Atlanta Journal (aft)	37,828	35,565	6.3
Louisville Times (aft)	36,750	35,853	2.4
Richmond Times-Dispatch (morn)	27,662	25,086	..
Memphis Com'l Appeal (morn)	27,506	26,387	4.2
Louisville Post (aft)	26,895	26,072	3.1
New Orleans States (aft)	18,693	18,606	.03
Memphis Scimitar (aft)	16,491	15,114	9.1
New Orleans Item (aft)	16,259	16,671	dec.
Nashville Banner (aft)	16,073	16,170	dec.
Birmingham Ledger (aft)	13,980	10,110	38.2
Birmingham News (aft)	13,433	12,213	9.9
Houston Post (morn)	13,384	13,832	dec.
Covington Post (aft)	12,449	12,618	dec.
Montgomery Advertiser (morn)	10,890	9,794	10.1
Norfolk Virginia Pilot (morn)	10,793	9,815	10.
Houston Chronicle & Herald (aft)	9,749
Birmingham Age-Herald (morn)	8,402	8,106	.3
Dallas Times-Herald (aft)	8,090	7,585	6.6
Wheeling News (aft)	8,026	6,935	15.8
Knoxville Sentinel (aft)	7,701	6,020	27.9
Jacksonville Metropolitan (aft)	7,018
Columbia State (morn)	5,777	5,145	12.3
Waco Times-Herald (morn)	5,612	5,958	dec.
El Paso Times (aft)	5,341
Norfolk Dispatch (aft)	5,093
San Antonio Light (aft)	5,008	4,694	6.6

In the list above there is but one newspaper printed in a town the size of Knoxville which has a circulation as large as the *Sentinel*, that is the *Montgomery Advertiser*.

The following newspapers are given ratings in letters:

Richmond News-Leader (afternoon) C. [Exceeding 20,000.]	(
New Orleans Picayune (morning) F. [Exceeding 7,500.])
Atlanta Constitution (morning) E. [Exceeding 12,500.]	
Louisville Courier-Journal (morning) E. [Exceeding 12,500.]	

Louisville Commercial (morning) F. [Exceeding 7,500.]
 New Orleans Times-Democrat (morning) F. [Exceeding 7,500.]
 Fort Worth Register (morning) F. [Exceeding 7,500.]

The ratings of the larger Tennessee papers are given as follows:

CHATTANOOGA.
 News. Exceeding 2,250.
 Times. Exceeding 4,000.
 KNOXVILLE.
 Journal and Tribune. Exceeding 4,000.
 Sentinel, 7,701..

NASHVILLE.
 American. Exceeding 4,000.
 Banner, 16,073.
 News. Exceeding 7,500. "Did not cover issues for full year."

MEMPHIS.
 Commercial Appeal, 27,506.
 Scimitar, 16,491.
 News. (No rating.)

The circulation statement for the two Knoxville newspapers as far back as reported is stated as follows:

Journal and Tribune: In 1895, exceeding 4,000; in 1896, exceeding 4,000; in 1897, exceeding 4,000; in 1898, exceeding 7,500; in 1900, exceeding 4,000. "Actual average for a year ending with June, 1901, 8,382. * * * [These marks mean the following: "The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of this paper, but the publisher's response was not such as to entirely remove the impression of doubt that had been cast upon the accuracy of the statement furnished."] In 1902, exceeding 4,000.

Sentinel: In 1894, publisher asserts not less than 4,200; in 1895, exceeding 4,000; in 1896, exceeding 4,000; in 1897, exceeding 2,250; in 1898, exceeding 2,250; no statement received. Actual average for 1899, 4,582; for 1900, 6,162; for 1901, 6,020; for 1902, 7,701.

In the publisher's announcement of the *Knoxville Journal and Tribune*, furnished by that paper, the following circulation statement is made:

"Present paid circulation, 7,500 daily and 9,000 Sunday."

The *Sentinel's* publisher's announcement contains the following:

"The *Sentinel's* circulation for the year 1902 averaged 7,701 daily. December average, 8,220 daily; January, 1903, average, 8,475. The *Sentinel* is the only Knoxville paper that will agree to permit the representative of the American Newspaper Directory to examine its books. It is the only East Tennessee paper making detailed sworn statements of circulation. During 1902 carried 9,000 more inches of advertising in 312 publication days than its contemporary in 365, including Sunday issues."

By reference to the *Journal and Tribune's* publisher's statement it will be seen that that paper now admits a less circulation than it claimed in 1901, see the rating quoted above, and also claims a less circulation than the *Sentinel* shows by its statements.

18,472

was the daily average sworn circulation of the Nashville (Tenn.) *Banner* for the month of April. This is the largest circulation ever attained by the *Banner*, and is guaranteed to be more than double the bona fide paid circulation of any other Nashville newspaper.

The *Banner's* circulation books and records are at all times open for inspection. For rates or other information send to

Nashville Banner,

NASHVILLE, TENN., OR

VREELAND-BENJAMIN SPECIAL AGENCY,

150 NASSAU STREET,
NEW YORK.

TRIBUNE BUILDING,
CHICAGO.

IN SUSPENSE.

DECATUR, Ill., April 27, 1903.

Editor of American Newspaper Directory, New York City:

We write to present the claims of the *Review* for a Bull's Eye.

We will try to give our reasons as briefly and cogently as possible.

(1) The *Review's* circulation is not a cheap circulation. The subscription price is ten cents a week, and always has been.

(2) The *Review's* circulation is not ephemeral, but is the result of many years of assiduous toil and persistent effort. The *Review* has made detailed circulation statements to the American Newspaper Directory for the past eleven years. The figures show how slowly our growth has been obtained, and how surely we have maintained every increase.

(3) The *Review's* circulation has not been obtained by any schemes or premium offers whatsoever, but strictly on its merits as a newspaper.

(4) In a general way, we would urge that the superior quality of the *Review's* circulation is shown by our detailed distribution statement. A copy of our first statement was sent to the editor of *PRINTERS' INK*. He was so impressed by its "force and evident truthfulness" that he not only gave it a generous editorial indorsement, but gave the *Review* a "\$500 Free Advertisement," one page being devoted to the writer's letter on the subject, and four pages being devoted to the reproduction in full of the January statement. We inclose, herewith, a copy of the statement for March, and will mail you, as soon as issued, in about a week, the statement covering April. We will ask you, under this head, to note the following facts:

(a) We do not take our press count for our circulation, but deduct for spoiled and wasted in press room, for copies used in filing, both in the office and editorial room, also for copies left over, returned and otherwise unaccounted for. The average deduction for the month of March was 214.

(b) The large proportion of paid circulation, being ninety-four per cent of the total. Also note that we include, under unpaid circulation, a copy to each of the *Review's* seventy-five carriers, to each of the fifty-five correspondents, to each of the *Review's* thirty employees, besides an average of eighty-eight samples, used in our never ceasing fight for new business, all of which circulation is just as valuable for the advertiser as paid circulation.

(c) We claim, as a quality point, the very large proportion of our circulation delivered by carrier, being eighty-eight per cent of the total distribution. We leave it to your wide experience to say how many papers there are that can show as large a proportion of their total distribution going directly into the homes.

(d) As showing concentration of distribution, a point which we consider to be of great value to advertisers, who are trying as much as possible to avoid duplication of circulation, we would ask you to note that two-thirds of our total distribution is in the city of Decatur;

and further in this connection that our total distribution in the city of Decatur, as shown by both March and April statements, is over 4,200, while the population of the city, as given by the last official census, was only 20,745, which would be one paper to every five of population.

(e) To show the same conditions existing in the towns adjacent to Decatur, covered by the *Review*, we submit the following statement of a dozen of the towns, taken at random, the first column showing the number of *Reviews* delivered by carrier, the second column, the population under the 1900 census.

Town.	No. Copies.	Pop.
Argenta	65	525
Bethany	63	873
Blue Mound	80	714
Elwin	20	53
Forsyth	17	152
Harristown	20	153
Maroa	125	1213
Moweaqua	109	1478
Mt. Zion	45	370
Mt. Auburn	36	235
Niantic	71	654
Warrensburg	60	503

(5) Here is a statement showing quality that is not brought out in our distribution statement, but it is a matter of actual record, and goes further in our opinion to show the quality of the *Review's* circulation than all else that has, or can be said. In the city of Decatur, carrier circulation sells at a price that figures out \$14.20 a thousand; the papers delivered by carriers in surrounding towns are sold by us at \$8 a thousand; our rural free delivery nets us \$12.70 a thousand; newsboys' and newdealers' nets us \$10 a thousand; while the balance of our circulation (very small) sells at about \$13.70 a thousand. Now in spite of the fact that a very considerable part of our circulation sells for less than a cent apiece, for the last three years our net receipts from daily circulation, only cash actually put in the drawer being counted, averaged \$10.88 a thousand for all the papers printed, including all dead heads, all bad debts, all exchanges, advertisers; copies used around the office and left over. This is more than a cent a copy actually collected for every copy of the paper printed during a term of over three years. We submit that this shows that the *Review's* circulation is of a superior quality; that our subscribers take the paper because they want it, and believe in it, and are willing to pay for it. The following is a statement by years of the actual net cash receipts from daily subscription, the weekly not being taken into account, showing how increased collections kept pace with our increased circulation.

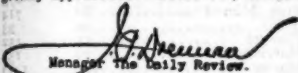
Year.	Collection.
1893	\$ 6,445.07
1894	6,851.43
1895	8,385.27
1896	9,691.59
1897	9,907.49
1898	12,122.20
1899	14,061.27
1900	18,265.51
1901	20,482.68
1902	22,388.45

In 1893 our circulation averaged 2,069, in 1902, 5,719. In that period, the circulation increased not quite three

times, while the amount collected increased nearly four times, showing an increasing proportion of paid circulation.

We do not know that we would claim that the *Review* should be valued by advertisers more for its quality than for its quantity of circulation, but we do most emphatically claim that there is no paper with a circulation between 6,000 and 7,000 that has a higher quality of circulation than the *Review*.

If the foregoing seems to make out a good case, we would be glad to have notice from you to that effect, so that we can make use of the title in our advertising, or if our case seems not to be sufficiently established, a word from you as to the reason why would be greatly appreciated. Yours very truly,


Manager, The Daily Review.

The so called gold marks are only accorded to papers whose advertising rates are rather high for the circulation they enjoy, and indicate that quality rather than quantity is what the advertiser is supposed to consider. Only in rare instances are these marks accorded to the paper having a larger circulation than another in the town or city where issued. One prominent exception is the Wash-

ington *Star*. Being published at the National Capital it is, on that account, brought into comparison with papers of similar circulation in all the other cities of the country. Compared by number of copies issued the rates of the *Star* may not seem favorable, but taking quality and character of circulation into account it has come to be regarded as one of about a dozen choicest advertising propositions that the country affords. The Directory editor takes careful notice of all claims set up as in this case of the Decatur *Review*, but whether he will accord the gold marks or not is only to be ascertained by noting the description of the paper in the next issue of the Directory.

THE eye of the public, like that of an individual, sees only what is in sight. The memory of the public, like that of the individual, is short. Hence success in advertising comes through keeping the business constantly before the public eye and persistently in the public memory.

"The Great Daily of the Great Northwest."

About advertising in Minneapolis.

The paying power of advertising in this productive field is beyond dispute, if the right medium is selected.

No judicious advertiser can afford to enter Minneapolis and not use

THE MINNEAPOLIS JOURNAL

Many advertisers find big returns and all desired publicity from use of this ONE medium alone, which carries more advertising, foreign and local, than any other daily in the great Northwest.

Can't we interest you in Minneapolis?

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising,

Tribune Building,
CHICAGO.

WEEKLY AD CONTEST.

For the purpose of fostering an ambition to produce good advertisements, retail and others—PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion.

TWENTY-FIRST WEEK.

In response to the competition announced here fifty-one advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by Geo. W. Allen, care of Sprague, Warner & Co., Chicago, and it appeared in the Chicago *Sunday Tribune* of April 26, 1903. A coupon as provided in the conditions of the contest was mailed to Mr. Allen. A similar advertisement got the choice in the nineteenth week of the competition. It was headed "Window Shade Folly," while this one below treats the other side of the question; both are strong and convincing. Retailers are invited to send in advertisements which they use in their local papers and publishers of local papers may send names of local advertisers, who would be interested in PRINTERS' INK.



Wood Rollers.

Tin Rollers.

WINDOW SHADE WISDOM.

Do you realize what an immense difference there is between the Improved Hartshorn shade roller and all others?

Do you know how it saves worry and shades?

Do you know that it has better wood, better springs, is better made in every way than any other, stronger, simpler, easier working, and is altogether reliable?

Do you know that it requires no tacks, but that four simple holders, each put on with one tap of a hammer, fasten the shade firmly to the roller so that it never tears out?

Do you know that there are lots of imitations and substitutes that promise well, but when used worry you every day in the year?

If you want your window shades to hang straight, run smoothly and live out their natural lives—while you live yours—look on your rollers for this signature,




Stewart Hartshorn

ADVERTISING

IN CLEVELAND NEWSPAPERS

for the months of March, 1902 and 1903,
stated in columns of 300 agate lines:

	1902	1903	Gain	Loss
Plain Dealer...	1436	1641	205
Press	1304 $\frac{3}{4}$	1444 $\frac{3}{4}$	140
Leader.....	836 $\frac{3}{4}$	986 $\frac{1}{2}$	149 $\frac{3}{4}$
World	688	672 $\frac{1}{2}$	15 $\frac{1}{2}$

 In March, 1902, THE PLAIN DEALER published 55 $\frac{1}{4}$ columns of city printing which is not this year published by any of the Cleveland newspapers, so in regular commercial advertising

The Plain Dealer's Gain was 260 $\frac{1}{4}$ Columns

THE PLAIN DEALER'S CIRCULATION:

	Average for January, 1903	Average for February, 1903	Average for March, 1903
Daily	59522	59944	61477
Sunday...	54338	55666	57443

The circulation of the Daily PLAIN DEALER is double that of any other Cleveland morning paper.

The circulation of the Sunday PLAIN DEALER is double that of any other Cleveland Sunday paper and 50 per cent greater than that of all other Cleveland Sunday papers combined.

Circulation book always open to investigation.

C. J. BILLSON, Manager Foreign Advertising Dept.
Tribune Bldg., CHICAGO

Tribune Bldg., NEW YORK

THE SIGN NUISANCE.

Gradually a great public nuisance and menace has crept upon our great cities. The tremendous advertising "sky signs" which tower many feet above the roofs of buildings and are as broad as the walls of the houses which they surmount, are frail structures like great sails and insecurely moored; they tempt the winds and threaten imminent danger. There is nothing secret about the signs. They have become New York's most conspicuous features. They catch the eye by their immensity and by their obtrusiveness, for they are perched on the highest and most prominent points and where the greatest throngs of the city pass. Their very location makes them a greater menace to life.

* * *

And more than that, these vast, ugly sign-boards, glaring with striking colors by day and flaming under the glow of electric lights by night, have become a serious blemish to the foremost city in America. The eye which would admire the strength and architectural magnificence of a city's wonderful buildings is caught and distracted and disgusted by a flimsy, coarse, and tawdry sign-board which recommends, for instance, a brand of cigarette. The design is cheap, the colors glaring. The purpose is to attract, not by beauty or good taste or anything that is refined, but by contrast—by intruding that which is coarse and conspicuous upon the passerby.

The realization of these two things—the danger to life and safety, and the impediment to the city's progress toward architectural beauty—is creating a strong public sentiment against the sign board nuisance, and particularly against the monstrous sky signs. This public sentiment is beginning to find expression. The encroachment of the offensive signboard has gone beyond the limit of endurance.

In Great Britain, where there is the same affliction, a remedy has been applied. In Dover, England, sky signs are licensed, and the matter is now agitating London. In Scotland they are prohibited.

France and Belgium have already met the problem and, in part at least, have settled it. In New York, also, public sentiment has begun to agitate for a change. Last spring the Board of Aldermen, under the urgent recommendation of Mr. Perez M. Stewart, superintendent of buildings, and backed and encouraged by the Municipal Art Society, made a regulation restricting the height of sky signs to nine feet of exposed surface. The ordinance does not apply, however, to the signs constructed before the passage of the measure; in other words it was not retroactive. The sky signs which stood against the clouds at the beginning of year are standing there still, and will continue so until further legislation is enacted or the signs themselves wear out and are replaced by those conforming to the new law.

The responsibility of the department of buildings goes no further than to prevent danger. The purpose of the general inspection of the buildings of the city, a service which employs many men, is to stop the construction of flimsy structures, and to enforce the reconstruction of those which through age or wear have become dangerous. In the execution of this office it became necessary for this department of the city's government to obtain a law of regulation for signs. But signs nine feet in height may still be a blemish to the city; and the law does not touch the bill-board nuisance, the painting of immense designs on the blank walls of buildings, or the spattering with advertising conceptions the interiors of the street cars and the entrances and stairways of the stations of the elevated railway structures. Sentiment against this promiscuous plastering of advertising announcements is concentrated in the Municipal Art Society, which will make unusual efforts this year to extend the work of control and regulation already begun. The society has appointed a special committee the duty of which is to secure legislation looking toward the correction of the advertising-sign nuisance. In the passage by the Board of Aldermen of the measure restrict-

ing the height of sky signs to nine feet the society feels that an important forward step has been taken. Although the law in itself is only a compromise, it is much more than that in being a recognition by the legislative body of the city of its responsibility. It opens the way for further legislation.

Mr. John De Witt Warner, a leading spirit in the Municipal Art Society, suggests a system of taxation to regulate the size of advertising signs. Inasmuch as the signs affect the appearance of the city and depend on the attention of the public for their value, the public, it would seem, has the right to derive a revenue from them. Taxation based on the surface space of the sign, the amount of the tax increasing with the number of square feet of sign-board, would tend at once to make large signs unprofitable. Place the

rate per square foot increasing in such ratio with the area of the space occupied that the great monstrosities would become too costly to be profitable. The effect of the tax in France and Belgium has been to arouse a contest for beautiful and artistic effects in signs, thus improving greatly the appearance of the city's streets and buildings. In France the populace will tear down an ugly sign out of pure hatred for that which is inartistic. It has been suggested that in the United States the artistic sense has not been so strongly developed.

A conspicuous example of the offensive sky signs of New York is to be seen at Madison Square. An advertising company has erected great boards on roofs at both sides of the square; and at night these are illuminated by electricity. These boards are enormous. A



tax high enough and it would be actually prohibitive. France leads in the matter of artistic street-signs. In Belgium posters and advertising sign-boards may be displayed at only such places in a city as are designated by the mayor or Board of Aldermen. Signs are subject to a state stamp-tax, which varies according to the amount of surface of the sign. The minimum tax amounts to one cent for a space twenty and one-half inches by thirteen and one-half inches in dimensions, and for every two inches square of space an additional tax of one-fifth of a cent is added. In 1899 Belgium's revenue from this source amounted to \$70,331. It has been suggested that a tax like this might not be sufficient to check the sign evil in America. To overcome this it is proposed that the tax should be graduated, a low rate on small posters, the

vicious mind might easily throw them into the street. The effect would be appalling.

"Fearing that some of these signs might be very insecure, our department has inspected them," said Mr. Stewart, superintendent of buildings. "We have found that most of them would probably withstand the force of an ordinary high wind, but in a great gale the result would be different. The law requires that they be strong enough to resist a gale of a velocity of fifty-five miles an hour. They are said to be tested for seventy miles an hour. Those boards are twenty feet high and weigh hundreds of pounds. Suppose one of them should be blown down into Broadway at six o'clock when the street was crowded. Think what a fearful disaster it would be!

"I understand," continued Mr. Stewart, "that some of these sign-

boards are covered by insurance—that for a commission an insurance company guarantees to protect the advertising company from any source. But that does not insure the people from harm. Besides the cost of the structures themselves, the company which erects them has only one expense, and that is the rental to the owner of the building or property. Sometimes this is pretty high. In one instance that I know of the advertising company pays a rental of \$8,000 a year to the owner of the property for the privilege of keeping an immense sky sign on the top of his building. If I had my way about it, all the sky signs would be removed.”

Although it may seem contradictory, the advertisers themselves would undoubtedly be glad to give their support to the movement to suppress the sign-board nuisance, avoiding the enormous cost of advertising by such means. To pay a rental of \$8,000 for a single sign, which does not include the cost of constructing and maintaining it, is an illustration of the outlay of money which sky signs incur. It is estimated that last year four hundred million dollars was spent in the United States alone for advertising. In itself it is one of the big industries.

New York is not alone in its action against the sign nuisance. Other American cities, among them Chicago and Buffalo and Rochester, N. Y., have already subjected the matter to regulation; and this indicates a growing appreciation of the fact that wealth and “business” alone are not the only necessary attributes of a great city, and that, if it would attract persons from abroad and give the greatest pleasure to those who live within its gates, a city must have beauty. And this sentiment will undoubtedly crystallize into law.—*Leslie's Weekly.*

MERE statements of fact do not constitute good advertising. The truths must be presented in an attractive manner so as to win the attention, and told in a persuasive style in order to convince the judgment.

JUNE 10th.

Special Issue

OF

Printers' Ink

Every man having much to do with the placing of advertising finds himself in receipt now and then of a communication directing his attention to THE CHICAGO NEWS.

That paper has taken much pains to compile, revise, correct and keep in order a pretty complete list not only of the men who are general advertisers but also of those individuals who have the preparation and placing of the advertising.

THE CHICAGO NEWS' list of names of persons interested in advertising has recently been placed at the disposal of the publishers of PRINTERS' INK for their exclusive use, and a sample copy of PRINTERS' INK of the issue of Wednesday, June 10th, will be mailed to every name on the list, for the purpose of obtaining subscriptions from such as are not already numbered among the Little Schoolmaster's pupils.

Announcements calculated to interest advertisers will be well placed in the proposed special issue of PRINTERS' INK, and no extra charge beyond the ordinary rates will be demanded for that special issue. For further information address

PRINTERS' INK
10 Spruce St., New York

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

There is an old story about a man who was traveling in China and ordered a pair of trousers from a native tailor. So that there might be no mistake, he sent along an old pair with instructions to make the new pair just like the old ones. This the tailor very carefully did, producing an exact duplicate, even to an ample patch on the seat. In taking liberties

bottom and the picture at the top is equally mysterious. Sometimes an illustration will work well in that way, but, generally speaking, when an illustration has people in it the people should not be under the mortise. If they are, they seem to have to crouch to avoid it and to be in danger of its falling down on them and crushing them. The idea of being served with hot beef tea out in a snowstorm may

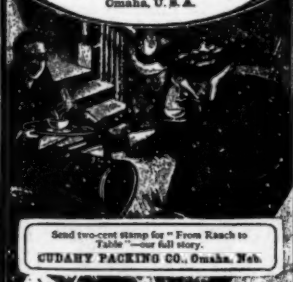
"The Taste Tells"
 The chilled system is immediately warmed, nourished and refreshed by

Cudahy's Rex Brand Beef Extract

It is instantly recognized, even in a blinding snow storm, by any person who has once used it. Puts backbone into Beef-Tea, Soups and Gravies.
Sold by All Dealers

IMPORTANT! For a limited time only, we will send you FREE, a Famous Indian Head, exquisitely printed in colors and suitable for framing. If you will send us the name of your grocer and druggist and 4 cents in stamps to cover cost of mailing.

Address: Beef Extract Dept.
CUDAHY PACKING CO., Omaha, Neb.



Send two-cent stamp for "From Knoch to Table"—our full story.
CUDAHY PACKING CO., Omaha, Neb.

No. 1



No. 2

with other people's advertisements in this department, the idea is to improve the character of the illustration without altering the character, general arrangement or space used. In other words, the patch on the seat is retained as in the case of this advertisement of the Cudahy's Packing Company. What the little patch at the bottom is put there for is unknown. Why the entire mortise was not placed at the

be very attractive to people who like that sort of thing, but the people ought to have a chance, and they do not get it in this advertisement. If you are going to have a snowstorm, why not have a nice, white snowstorm with clean snow in it and not a gray, foggy, muddy sort of snowstorm? It would seem more natural and give us a chance to see what the people are doing and whether they enjoy it or not.

quadrupled without giving it more than its proper share.

The weeklies, monthlies and class journals of New York City have national circulations, and are not to be considered by the advertiser who would address only a New York audience. For him the daily papers are available and he must not think that any one or two will be sufficient to reach all the people.

The principal dailies of New York City are:

Manhattan.

American	Morning,	—
Evening Journal	Evening,	—
American and Journal	Sunday,	—
Das Morgen Journal	Morning,	—
Das Morgen Journal	Sunday,	—
Evening Post	Evening,	23,487
Evening Telegram	Evening,	151,638
Forward	Evening,	31,709
Herald	Morning,	—
Herald	Sunday,	—
Jewish Daily News	Evening,	42,030
Jewish Herald	Evening,	—
Jewish Morning Journal	Morning,	—
Jewish Abend Post	Evening,	—
Mail and Express	Evening,	—
Morning Telegraph	Morning,	28,223
Press	Morning,	—
Press	Sunday,	—
Staats-Zeitung	Morning,	—
Staats-Zeitung	Evening,	—
Staats-Zeitung	Sunday,	—
Sun	Morning,	—
Evening Sun	Evening,	—
Sun	Sunday,	—
Times	Morning,	—
Times	Sunday,	—
Tribune	Morning,	—
Tribune	Sunday,	—
Volks Zeitung	Morning,	—
Volks Zeitung	Sunday,	—
World	Morning,	—
World	Evening,	—
World	Sunday,	—
Zeitung	Morning,	—
Herold	Evening,	—
Revue	Sunday,	—

Brooklyn.

Eagle	Evening,	—
Eagle	Sunday,	—

It is not the practice of the New York dailies to make definite circulation statements. The *Herald*, which is the most conspicuous newspaper of the Western hemisphere, prints fewer copies than several of its lower priced and more sensational competitors, and naturally refrains on that account from issuing authoritative statements which would tend to lower rather than raise the estimate placed upon its circulation by the general public.

Outside of the city of New York (including Brooklyn) the principal papers are:

Albany.....	Argus,	D.,	—
	Evening Journal,	D.,	16,109

Albany.....	Journal,	W.,	—
	Sunday Press,	S.,	—
	Times-Union,	D.,	25,294
	Country G'n'tlem'n,	W.,	—
	Sunday Telegram,	S.,	46,320
Batavia.....	News,	D.,	6,191
Binghamton...	Herald,	D.,	10,391
	Democratic Leader,	W.,	8,146
	Republican,	D.,	7,355
Buffalo.....	Commercial,	D.,	—
	Courier,	Morning,	48,813
	Enquirer,	Evening,	30,401
	Courier,	Sunday,	53,946
	Evening News,	D.,	74,234
	News,	S.,	—
	Evening Times,	D.,	—
	Times,	S.,	—
	Express,	D.,	—
	Express,	S.,	—
Elmira.....	Evening Star,	D.,	8,255
	Gaz. & Free Press,	D.,	—
	Telegram,	S.,	—
Jamestown...	Journal,	S-w.,	5,239
Poughkeepsie.	Sunday Courier,	S.,	10,070
Rochester....	Dem. & Chronicle,	D.,	32,045
	Dem. & Chronicle,	S.,	24,446
	Dem. & Chronicle,	W.,	10,321
	Times,	D.,	—
	Herald,	D.,	16,652
	Herald,	S.,	9,623
	Post-Express,	D.,	—
	Union & Advertiser,	D.,	—
Schenectady...	Gazette,	D.,	9,097
Syracuse.....	Herald,	D.,	32,118
	Herald,	S.,	29,009
	Journal,	D.,	13,150
	Post-Standard,	D.,	19,239
	Post-Standard,	S.,	14,512
	Post-Standard,	S-w.,	11,776
Troy.....	Ev'g Standard,	D.,	15,289
	Record,	D.,	14,689
	Times,	S-w.,	10,313
	Times,	S.,	—
Utica.....	Northern Budget,	S.,	—
	Press,	D.,	13,618
	Press,	S-w.,	9,205
Walton.....	Saturday Globe,	W.,	—
	Reporter,	W.,	6,821
Watertown....	Standard,	D.,	5,971
	Times,	D.,	6,740
	Reformer & Times,	S-w.,	5,790

Outside of New York City (including Brooklyn) it is not supposed that any daily, semi-weekly or weekly not mentioned in the preceding catalogue prints so many as 5,000 copies regularly.

NEW JERSEY.

New Jersey is one of the four smallest States. Sandwiched in between New York and Philadelphia, it serves as a sleeping place for the residents of those great cities, and it is to them that the people look principally for their newspapers. Still there are nearly 400 periodicals printed in New Jersey, and among them one at least is counted among the choicest advertising mediums in the country.

The principal newspapers of New Jersey are:

Camden.....	Post-Telegram,	D.,	5,324
Hoboken.....	Observer,	D.,	18,097
Jersey City...	Evening Journal,	D.,	17,532

Newark	Advertiser,	D.,	—
	Evening News,	D.,	50,406
	Sunday News,	S.,	15,915
	Sunday Call,	S.,	23,813
Passaic	Herald,	D.,	5,362
Paterson	Guardian,	D.,	7,257
	Morning Call,	D.,	8,373
Trenton	Times,	D.,	12,081
	True American,	D.,	5,467
	Sunday Advertiser,	S.,	12,114

Besides those named there is not believed to be any other daily or weekly issuing regularly so many as 5,000 copies.

PENNSYLVANIA.

Pennsylvania, called the Keystone State, has a smaller area than New York, but has a larger population outside of Philadelphia than the Empire State has outside its own metropolitan city. The importance of Pennsylvania, as an advertising field, cannot be easily overestimated. It has more newspapers than any other State except New York and Illinois, and when PRINTERS' INK gave a sugar bowl to the daily paper published east of Chicago that gave an advertiser better service than any other in proportion to the price charged, it was, after an examination of facts and figures extending over many months, awarded to a Pennsylvania paper. There is no other central point in the United States where a circle drawn fifty miles from a center will inclose so many people as may be found within that distance of Pittsburg. Pittsburg is on that account the very best field for an advertiser who would proceed experimentally to ascertain whether his article or his method will successfully appeal to the people. The circulations of Pittsburg papers are large and confined rather closely to the region of Western Pennsylvania. There is, therefore, little waste or scattering, and it may be set down as established that an advertisement or an article that cannot be made profitable in Pittsburg will not be a success anywhere else.

Omitting, for consideration elsewhere, monthlies, semi-monthlies, religious, agricultural weeklies, papers printed in languages other than English, and other class papers with probable circulations beyond the State borders, the catalogue given below is thought to include all daily, weekly and Sunday papers published in Pennsyl-

vania having regular issues exceeding 5,000 copies:

Altoona	Mirror,	D.,	7,586
Chester	Times,	D.,	8,305
Erie	Times,	D.,	10,645
Harrisburg ...	Patriot,	D.,	—
	Star-Independent,	D.,	10,071
	Telegraph,	D.,	7,500
	Evangelical,	W.,	8,459
Johnstown ...	Democrat,	D.,	6,251
Philadelphia..	Evening Bulletin,	D.,	130,439
	Evening Telegraph,	D.,	109,513
	Golden Days,	W.,	—
	Inquirer,	D.,	177,741
	Inquirer,	S.,	157,305
	North American,	D.,	—
	North American,	S.,	—
	Press,	D.,	—
	Press,	W.,	—
	Public Ledger,	D.,	—
	Record,	D.,	—
	Record,	S.,	—
	Sat. Evening Post,	W.,	335,150
	Sunday Transcript,	S.,	—
Pittsburg	Chronicle-Telegraph,	D.,	67,342
	Dispatch,	D.,	—
	Dispatch,	S.,	—
	Gazette,	D.,	60,220
	Leader,	D.,	36,543
	Post,	D.,	56,630
	Post,	S.,	52,020
	Press,	D.,	80,239
	Press,	S.,	56,456
	Times,	D.,	59,571
Pottsville	Republican,	D.,	7,806
Reading	Eagle,	D.,	17,028
	Eagle,	S.,	9,034
Scranton	Republican,	D.,	—
	Times,	D.,	19,917
	Scrantonian,	S.,	16,376
Washington ...	Reporter,	D.,	5,857
Westchester ..	Local News,	D.,	15,086
Wilkesbarre ..	Record,	D.,	12,327
Williamsport ..	Sun,	D.,	8,660
	Pennsylvania Grit,	S.,	147,749
York	Dispatch,	D.,	7,301

THE NEW ENGLAND STATES.

MAINE.

Maine comprises the most northern and eastern portion of the United States. In area it about equals the acreage of the other five New England States combined. In no other State, not even New York, Massachusetts or Pennsylvania, is the average issue of the newspapers so large as it is in Maine. In no other State are so large a portion of the publishers willing to give definite and accurate circulation statements, and the editor of the American Newspaper Directory asserts that the accuracy of no circulation statement made by a Maine publisher has ever been controverted. A few years since PRINTERS' INK awarded a Sugar Bowl to the weekly paper that, all things considered, gave an advertiser better service, in proportion to the price charged, than any other weekly

issued in the United States, and after a careful weighing of evidence, extending over a period of many months, was surprised to find that the publisher entitled to the prize was found in Maine. Maine has about 700,000 population and issues 164 periodicals, of which 44 appear monthly. These have enormous circulations in every part of the country. One of them, printed at Augusta, has often claimed a larger sale than any other periodical ever printed, and the claim has not been known to be disputed. Augusta, Maine, is the headquarters of the alleged postoffice abuses with which so many Postmaster-Generals have struggled ineffectually. The publishers go right on, are respected at home and abroad, become Postmasters, Mayors, Congressmen, Governors and whatever is desirable, and are good men. To reach the people of the State of Maine the advertiser will not use the Maine monthlies. Their circulation is broadcast through all the States and Territories. The Portland, Lewiston and Bangor dailies are widely read throughout the State. Many of the best people also take in a Boston daily, generally the *Globe* or *Herald*.

The leading papers in Maine are:

Augusta.....	Kennebec Journal,	D.,	4,719
	Maine Farmer,	W.,	—
Bangor.....	Commercial,	D.,	7,846
	Commercial,	W.,	29,012
	News,	D.,	8,011
	News,	S-w.,	6,248
Lewiston.....	Evening Journal,	D.,	6,640
	Journal,	W.,	15,255
Phillips	Maine Woods,	W.,	5,416
Portland.....	Eastern Argus,	D.,	5,304
	Evening Express,	D.,	11,181
	Sunday Telegram,	S.,	7,666
	Press,	D.,	5,609
	Sunday Times,	D.,	4,081
	Transcript,	W.,	—

It is not believed that any other daily, semi-weekly or weekly in Maine issues regularly so many as 4,000 copies.

NEW HAMPSHIRE.

New Hampshire, although a small State, has a greater area than Massachusetts, but a smaller population than Rhode Island. Nearly 100 periodicals are published there, but most of the leading citizens are readers of a daily paper issued in Boston.

The most important papers are:

Franklin Falls,	Journal Transcript,	W.,	3,400
Keene.....	N. H. Sentinel,	W.,	3,692

Manchester...	Mirror & Farmer,	W.,	—
	News,	D.,	7,500
	Union,	D.,	14,417
	N. H. Farmer,	W.,	6,701

Aside from those named no daily or weekly is supposed to print so many as 3,000 copies regularly.

VERMONT.

Vermont has an area a little larger than New Hampshire, but a smaller population. It prints fewer newspapers and they have smaller circulations. Boston papers reach Northern and Central Vermont and those of Springfield, Mass., and New York City the southern section.

The following is a complete list of Vermont dailies and weeklies, printing regular issues exceeding 4,000 copies:

Brattleboro...	Phoenix,	W.,	4,947
Burlington....	Free Press,	D.,	6,035
	Free Press,	W.,	6,771
	News,	D.,	—
Essex Junct'n.	Essex Record,	W.,	—
Randolph.....	Herald and News,	W.,	4,359
Rutland	News,	W.,	4,609
Vergennes	Enterprise and Ver-		
	monter,	W.,	4,508

MASSACHUSETTS.

Massachusetts is one of the most densely populated States, one of the most enterprising and prosperous. Only Rhode Island, Delaware, Connecticut and New Jersey have a smaller area; only New York, Pennsylvania, Illinois, Ohio, Missouri and Texas have more people. Massachusetts publishes 565 newspapers. The daily press of Boston dominates the eastern portion of Massachusetts and the three northern New England States—Maine, New Hampshire and Vermont—as well. The weekly and monthly periodicals of Boston find readers in every State in the Union.

Outside of Boston, no other daily or weekly other than those named below, is believed to issue so many as 5,000 copies regularly.

Brockton.....	Enterprise,	D.,	7,907
	Times,	D.,	12,851
Gloucester...	Times and Cape		
	Ann Advertiser,	D.,	6,247
Greenfield....	Gazette & Courier,	W.,	5,792
Haverhill	Evening Gazette,	D.,	—
Holyoke	Evening Telegram,	D.,	6,516
Lawrence	Telegram,	D.,	6,701
Lowell	Citizen,	D.,	12,654
	Sun,	D.,	13,506
	Sunday Telegram,	D.,	12,858
Lynn.....	Evening Item,	D.,	14,105
New Bedford.	Evening Standard,	D.,	—
Pittsfield	Berkshire Evening		
	Eagle,	D.,	5,375
	Berkshire Co. Eagle,	W.,	7,110
Salem.....	Evening News,	D.,	—

Springfield....	Union,	D.,	23,369
	Union,	S.,	13,721
	News,	D.,	7,798
	Republican,	D.,	15,406
	Republican,	S.,	13,983
	N. Eng. Homestead, W.,		40,518
Worcester....	Evening Gazette,	D.,	—
	Evening Post,	D.,	10,536
	L'Opin'n Publique, D.,		—
	Telegram,	D.,	24,168
	Telegram,	S.,	25,265
	Skandinavia,	W.,	—
	Svea,	W.,	8,183

In the city of Boston the daily papers most certain to demand an advertiser's attention will be:

Evening Record.....	D.,	—
Evening Transcript (the tea table paper of Boston).....	D.,	24,457
Globe.....	D.,	196,579
Globe.....	S.,	276,296
Herald.....	D.,	—
Herald.....	S.,	—
Journal.....	D.,	—
Journal.....	S.,	—
Post.....	M.,	174,173
Post.....	S.,	—
Traveler.....	E.,	73,352

The religious, literary, agricultural and other class publications of Boston will be specially mentioned under appropriate heads and are important.

RHODE ISLAND.

Rhode Island, the smallest of the States, occupying an area equivalent to a quadrilateral of 33 miles on a side, has more people than Oregon, which occupies nearly 40 times as much of the earth's surface.

Providence, the capital, and Pawtucket, a suburb only four miles away, have more than half the population, and the advertising situation is naturally dominated by the Providence papers, although the Boston morning dailies arriving before breakfast have many thousand readers here.

The leading papers of Rhode Island are:

Pawtucket....	Evening Times,	D.,	15,772
Providence....	Evening Bulletin,	D.,	—
	Journal,	D.,	—
	Journal,	S.,	—
Woonsocket..	Evening Call,	D.,	7,134
	Evening Reporter,	D.,	6,876

With the exception of those named above, no paper in Rhode Island is believed to issue regularly so many as 5,000 copies.

CONNECTICUT.

Connecticut is one of the smallest of the States, but has a dense and exceptionally prosperous population. It occupies one-seventh of the total area, but has nearly one-eighth of the population of the United States.

More than half the people of the State dwell within the limits of its twelve cities with populations of more than 10,000. The people of Connecticut are, to a great extent, readers of the New York dailies, especially of the Sunday editions.

The leading papers are:

Bridgeport....	Evening Post,	D.,	—
Hartford.....	Post,	D.,	7,900
	Times,	D.,	16,172
	Globe,	S.,	9,224
Meriden.....	Morning Record & Republican,	D.,	7,337
New Haven..	Register,	D.,	—
	Union,	D.,	15,831
	Union,	S.,	8,825

The single paper having a larger circulation than any other issued in the State is:

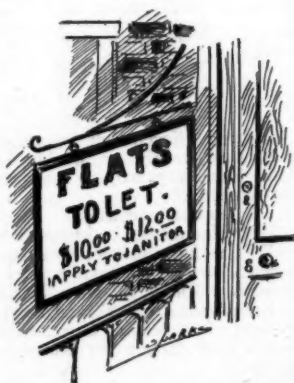
Hartford.....Catholic Transcript, W., —

Besides those named above, no daily or weekly in the State issues regularly so many as 6,000 copies.

The above article is the second of a series that will appear in **PRINTERS' INK**. The whole, after careful revision, will be republished in the second annual edition of "Leading Newspapers," a handbook for advertisers. The first article appeared in **PRINTERS' INK** of May 6, 1903. Advance orders are solicited. Single copies, one dollar. Wholesale price \$30 per hundred.

WHEN your advertising is suggestive the reader is led to draw conclusions for himself. If your suggestions are artfully made, his conclusions are just what you want them to be. That which a reader receives by suggestion is his own thought or at least he thinks it is, and everyone is interested in the thoughts which he thinks are his own creations. A suggestive style always flatters the reader's intelligence and for this reason is effective.—*Jed Scarboro.*

ADVERTISING EXPRESSION ILLUSTRATED.



A FLAT RATE.

DIFFERENT MEDIUMS.

By Joel Benton.

Good advertising means more than one thing. A good story well told and properly emphasized is not all of it. Not too diffuse, and not too scant, it may be in addition to this, and yet leave something wanting. For whatever it is, and no matter how felicitous is its typography and picturing—provided pictures are employed—it needs something besides to send it to the desired mark. On behalf of this final end rests the frequent and careful attention to "mediums" which no advertiser must neglect. It is true an advertiser must often judge of these *a priori* but very often too he is not wholly in the dark about them.

Among those who place advertising and who give therefore a close study of the results obtained for it through the "Mention this paper" request, and in other ways, something is known of their relative values. Of four or five of the leading papers of any town, for instance, there are those who can sum up such influences as they each have and there is usually one result that comes from this effort. And this result, I think, is this: No one of them will be found ordinarily to be the absolutely best medium for advertising everything, but some of them, and perhaps each of them will be the best for certain lines of advertising. It is not a matter needing great effort to tell the usefulness or uselessness of certain papers in the leading lines of advertising. Some are now pretty well known to be particularly good for real estate, certain others are profusely responsive to the "Want" notices, while others are noted for the fruitful publicity they give to commercial plans and schemes. One good evidence of this is that the principal advertisers in these lines—those that are veterans in the business—flock together with special spontaneity in their most favored mediums. If one who is new to the undertaking wishes to procure publicity in any of the directions named, and seeks no advice, his best way then will be—as the stranger in Brooklyn was once advised to do, who wished to hear

Beecher preach—"to follow the crowd."

There are two traits to be considered too in circulation—its quality being one and its species, so to speak, being another. A third trait, of course, is the amount of it. It is hardly necessary to illustrate this by examples and yet every one can see that a high toned paper devoted to culture and high civic ideals, and another devoted to coarse sports and criminal news make widely differing mediums. Books find a natural platform of address in one of these, while boxing-gloves and belts get the best publicity in the other. Goods less differentiated than these that are to be heralded in papers that are of a good deal of similarity should have perhaps a little space in each. If there is not a sufficient fund for this procedure regularly then a trial of one for one week, and the other or others for a week after, will meet the difficulty.

What I mean by a "species" of circulation is something different from the "quality" of it. This is found in the different trade journals—such as those devoted to drugs, dry goods, hardware and undertaking—each of which has assorted audiences. If one is to advertise something addressed to one of these classes he has, in the special organ of each, his devoted hearers already picked out for him, and where the journal of this sort is strong and well supported, a good advertisement therein ought sometimes, for an article of real merit, to make a "ten-strike." After doing one's best though there are not infrequently some odd surprises in results which cannot be classified or accounted for. All that can be safely said about them is that they grow out of the fact that "mediums" are to some extent a lottery and do not follow always a consistent behavior.

TO THE
BIBLICAL RECORDER,

a weekly religious and home paper,
published at Raleigh, the American
Newspaper Directory gives a higher
circulation rating than is accorded to
any other weekly or any daily pub-
lished in

NORTH CAROLINA.

I love my love with a "W."

PRINTERS' INK is run on a "broad gauge" track with clear cut ideas, tersely expressed.—*E. A. Waite, Glens Falls, New York.*

PRINTERS' INK tells you which are the responsible publications, their correct circulation, and classes them so you will know in which to advertise to reach the people interested in your class of goods.—*John S. Webber, Lampasas, Texas.*

There's money in a well written advertisement and whether you write for yourself or aim at a good salary adwriting for others PRINTERS' INK will teach you to write the kind that will start the dollars rolling your way.—*W. R. Walpole, Jr., Portland, Oregon.*

Any business man, and particularly the young man just starting in business, who invests five dollars for a year's subscription to the Little Schoolmaster in the art of advertising, PRINTERS' INK, will receive returns beyond his expectations.—*Charles L. Wood, Malvern, Pa.*

PRINTERS' INK is compact in size, the ideas which it gives are "boiled down"—thus illustrating one principle in good advertising. It teaches what good advertising is, it tells of successful advertising methods, it points out mistakes, it gives ideas. It is the journal the busy man can afford to read.—*Edgar T. Welch, Westfield, N. Y.*

The difference between the man who knows how to apply printer's ink and the man who daubs and blots with it is the difference between the successful man and the man who makes a failure of everything. There is published in New York a little journal called PRINTERS' INK. Its object is to teach the value of good advertising and to show what good advertising is. It is a business journal for the busy man; the editors and contributors give their best ideas in its columns. It is the most widely quoted journal of its class. Often a single idea in a number is worth many times the cost for a year.—*The Welch Grape Juice Co., Westfield, N. Y.*

The professional adwriter who produces clever work and writes business bringing ads, always reads PRINTERS' INK.

PRINTERS' INK teaches you to avoid waste in advertising and it is recognized as a text-book the world over.

PRINTERS' INK teaches the novice to avoid waste in advertising appropriations and to secure the most desirable results with as small a sum as possible. It is called the Little Schoolmaster of advertising, and was the pioneer in its field.

It stands to-day as a text book on the subject of advertising, and it is so broad-gauged that no good ideas are ever rejected.—*Geo. W. Wagenseller, Middleburgh, Pa.*

PRINTERS' INK is now and for the past twelve years has been the recognized authority on good advertising, not only in the United States, but throughout the civilized world.—*Wichita, Kas., Eagle.*

PRINTERS' INK, the Little Schoolmaster of the art of advertising, which will teach you more about advertising in a few weeks than you could learn in a correspondence school in years.—*W. D. Winters, Herkimer, N. Y.*

PRINTERS' INK is a thought-stimulator and a thought-producer for the adwriter, the business man, and especially the young business man; it is to him all that a compass is to a sailor, it keeps him in the right path.—*L. E. Woodward, Kent, Ohio.*

If you are a young man just starting on life's journey, you should first learn the principles of advertising. No easier, quicker or better way can be suggested than a careful and regular perusal of the columns of PRINTERS' INK.—*B. E. Whitman, Easton, Md.*

Many advertising schools have been established to teach advertising by mail, but a year's subscription to PRINTERS' INK will be of more real value than a full-course scholarship in any of the so-called advertising schools.—*D. B. Williams, 6309 Yale ave., Chicago.*

PRINTERS' INK, a weekly advertising journal, acts as an open window, through which fresh breezes of modern advertising ideas are blown, to reinforce the store of knowledge and stimulate the energies of the advertiser and the adsmith.—*W. J. Woodin, Bowling Green, Ohio.*

The best investment a business man, who wants to know something about advertising can make, is to invest \$5 in a year's subscription to PRINTERS' INK. It is the only paper of its kind in America. It has many imitators—but they are imitators.—*J. G. Williams, Tioga, Texas.*

PRINTERS' INK is the oldest of all advertising journals, the father of them all—and is still looked upon by live men everywhere as the best. It is crisp, fresh, bright and virile, is absolutely honest, and is published by the most experienced advertising men in America.—*W. B. Willcox, Phoenix, B. C.*

I have been a reader of PRINTERS' INK for many years. Perhaps I might attribute much of our advertising success to this fact. I know that I have received many valuable pointers from it and the good advice it gives has often saved me from making mistakes. I do not know of any publication that is so valuable—so indispensable to the advertising man.—*Mr. Woodbury, advertising manager of Bensdorf's Cocoa.*

If you advertise you find PRINTERS' INK an invaluable aid to successful advertising. It tells you how to advertise and where to advertise. If you build ads you find PRINTERS' INK a necessity. With it as a mentor, your ability to construct result-producing ads is doubled. If you read ads you find PRINTERS' INK an entertaining journal of the ins and outs of advertising.—*Edwin H. Wilkinson, Omaha, Nebraska.*

The progressive business man, who would promote his advertising affairs along true lines, reads **PRINTERS' INK**.—*Morris Williams, Scranton, Pa.*

My best plans have been laid, my most successful advertisements written, after a dose of **PRINTERS' INK**'s invigorating brain tonic.—*E. A. Wheatley, Advertiser, Chicago.*

PRINTERS' INK is recognized the world over as the able exponent of advertising. No one who is applying the powerful wheels of publicity to their business, can fail to gather much practical information from its pages.—*Charles A. Whittier, Canton, Ohio.*

It is not any one big thing that makes a forceful, practical and "pulling" advertisement, but a multitude of little things—little details in its phraseology, construction and make-up—the ability to place before its readers, in the best and fewest number of words, all the superior points of the article advertised. This, too, is true of **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising. It is not any one issue that makes it valuable as a teacher and instructor, but its continued visits, week after week—each number containing something new and instructive—delving into the details of its subject from every standpoint—pointing the finger of criticism at the bad, and bringing to light the "telling" points of the good. **PRINTERS' INK** teaches all classes of advertisers by criticism, example and advice. It is not only a logical teacher, but also a practical demonstrator of the best in advertising. Its ready-made ads and department of criticism are alone worth the subscription price.—*B. F. Wolfe, Piedmont, W. Va.*

Ten years ago a copy of **PRINTERS' INK** was handed to me, at which time I was working in a printing office as job printer. Since then I have read and studied the Little Schoolmaster in the art of advertising with profit and satisfaction, having, through its teachings, been enabled to increase my earning capacity in the preparation of advertising literature.

PRINTERS' INK will help you to a better understanding of the advertising problem. Through its teachings you will learn what not to do as well as what to do. Each issue is full of hints, ideas and suggestions, applicable to your business. It contains accounts of different remarkable business successes, (some in the same line as yours), giving interviews and detailed descriptions of their development, how conducted and how they were advertised. These business stories are of value; they reveal methods, plans and ideas that are known to have been productive of results, and prove guide-posts to those in similar lines. The departments of store management, ready-made ads, criticisms, articles from the foremost advertisers of the world on all forms of publicity, are features which make **PRINTERS' INK** distinctively instructive and profitable to the young business man, manager, clerk, or anyone interested in advertising, and, as some have said, "fills the position of advertising manager."—*Albert G. Wade, Elkhart, Ind.*

For eight years I had made a close study of advertising ideas in **PRINTERS' INK**, published at 10 Spruce street, New York, and I am free to say that but for the excellence of that paper this story would never have been written. Five years ago I came from Kansas City to take charge of this business. The stock was run down, trade had drifted away to other towns, prices were cut to pieces. The business had made no money for several years, and altogether the prospect was discouraging. There was only one strong feature in the situation, and that was the coal mines. I reasoned that if we could carry a larger and better assorted stock in our line than was to be found in any other town in the district, and the people could be made to understand this fact, the trade would come. That's where we applied to practical use the lessons learned from the little business builder. To-day we have the largest hardware, stove, implement and vehicle business in this part of the State, drawing trade from all adjoining towns, and controlling several lines in two countries. We carry four times the stock and employ three times the force that we did five years ago and our trade has increased in proportion. We own and occupy three large buildings, and our business has grown from a losing game to a profitable, money making venture. All this and more we owe to the big eyed faith in advertising which was absorbed from **PRINTERS' INK**.—*T. G. Wiles, President of the Wiles & Winter Hdw. Co., Cherokee, Kansas.*

Leading Newspapers

Considered from the Advertiser's standpoint

The article on greatest circulations which appeared in the issue of **PRINTERS' INK** for May 6th, is one of a series intended to deal with the following subjects in the order named:

- THE GREATEST CIRCULATIONS: A list of all papers printing regularly more than 75,000 copies.....
- LEADING NEWSPAPERS: Naming the best in each separate State.....
- SUNDAY PAPERS of largest circulation, naming all those that print regularly more than 10,000 copies.....
- THE RELIGIOUS PRESS: Considered by denominations and comparative importance.
- THE AGRICULTURAL PRESS: Considered by comparative importance and geographical distribution.....
- FOREIGN NEWSPAPERS in the United States: Considered by classes and geographical distribution.....
- CLASS AND TRADE PAPERS.....

These articles, after careful revision, will at a later date be republished, composing a second annual edition of **LEADING NEWSPAPERS**, considered from the advertiser's standpoint. Price of the book, ONE DOLLAR, delivered to subscribers carriage paid.

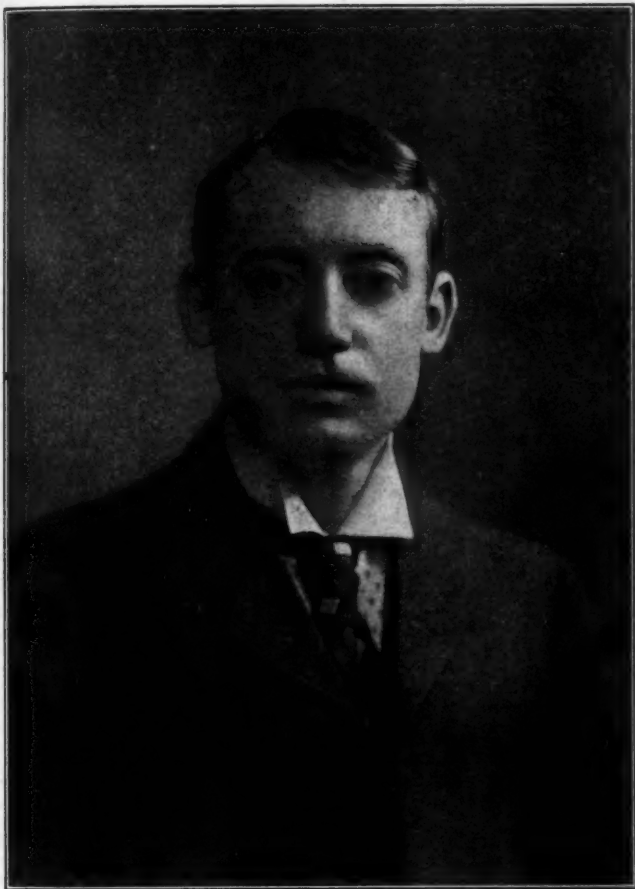
COPY.

A large yearly salary is paid George L. Dyer for directing the publicity of A. B. Kirschbaum & Co., Philadelphia, and Sykes & A. B. Kirschbaum & Co., New York, and his pioneer work in developing general advertising for men's clothing, together with his operations in this field during the past ten years, have given him high standing as a specialist. It is not generally known, however, that he has also acted as confidential advisor to agencies and advertisers in many other lines. With a view to the acquirement of the knowledge that comes of a wide, varied experience with all sorts of propositions he has studied many advertising problems, from those of the manufacturers who spend thousands in general publicity to those of the retailer whose appropriation can be reckoned in five dollar notes, and who invests it chiefly in literature. To give an idea of the range of his investigations Mr. Dyer recently stated that during the period in which he had spent \$1,000,000 in clothing publicity he had also influenced the expenditure of fully \$5,000,000 in other lines, through both advice and definite working plans. His remarks on the interesting subject of advertising copy are, therefore, based upon a wide experience.

"Many advertisers suffer from what I call advertising strabismus. They try to reduce their proposition to an exact science, overlooking the element of human nature that must enter into the copy. They secure circulation ratings, obtain the lowest rates, take advantage of discounts, have a complete checking and follow-up system, perfect their commodities and distributing machinery and do everything to develop the statistical side of their campaign. All this is vitally essential to an intelligent handling of an appropriation. My complaint is that this is where the large advertiser usually stops. There are comparatively few advertisers who recognize the fact that statistics can never be applied to the production of that important part of the campaign—the copy that goes

into the space. Somebody has said that the American business man has a mathematical imagination—things appeal to him only in their relation to figures. It is this trait that comes uppermost when he approaches the problem of advertising copy. He tries to perfect an automatic way of producing copy, and as a result fully three-quarters of the matter printed in magazines and newspapers merely serves to fill space. Upon a moment's notice the large general advertiser can produce statistics showing results from a certain medium or territory in a stated period; but few have learned that advertising is not wholly a matter of circulation, but of the number of people per thousand and who can be induced to read your advertising. Place weak copy never so wisely, and a national bureau of statistics cannot save it. Your business man of the 'hard facts and figures' type derides the literary element in copy because he does not understand it. He would pay any price for a mathematical formula for writing humanly interesting publicity, and refuses to believe that this detail cannot be subjected to a strict analysis and reduced to a process. The result is that there is little initiative in present day advertising copy. I believe thoroughly in the necessity for trained writers in advertising. Individuality, human interest, vitality, force of statement, conciseness and piquancy are beyond the average writer who knows only business. He knows all about his commodity, but instead of exploring it for material he reads other ads and adapts ideas and phrases that seem to fit his proposition, usually favoring those used by advertisers in his especial field. This false stimulus puts him out of touch with his commodity altogether, and he becomes a revamper of stale advertising phrases instead of an alert writer seeking new ways of describing his commodity in that commodity itself. Literary skill, so much derided and misunderstood by business men, is simply the art of handling words in the best way for a certain purpose. Any literary gift that a busi-

ness man may possess ought to be persistently cultivated. The trained writer is frequently able to achieve things that are beyond the comprehension of the 'hard facts and figures' man, much less his ability. all technical points. But it was necessary to go further, so they got Emile Zola, the literary man, and he presented the case so that its injustice appealed to the world. Statistics are poor things with



· MR. GEORGE L. DYER.

When the case of Captain Dreyfus was brought up the second time he was defended by some of the foremost legal lights of France. They represented the hard facts and figures of the law, and could be depended upon to take advantage of which to touch human nature. In writing advertising copy I find it necessary to have an objective point. If I am writing a booklet for retailers I select a dealer whom I know well, and who is representative of his class, stand

him up before my desk mentally, and write directly at him. The clearer this mental image, the more direct and forceful the advertising. I not only write at him, but exchange personalities with him occasionally, looking at the proposition with his eyes. This method also overcomes the tendency to 'write down' that grows upon one where matter is written for a vague mass of readers. No man in the world is so well-informed that he can afford to write down to his audience, and he is not a wise business man who underestimates the public because it is foolish enough to buy the things he makes. The biggest thought that you can give the general public will be understood if presented clearly. The Johnsonian style, with its rounded sentences, is simply profound rubbish, and such writing seldom contains thought worth finding. Simplicity of statement is the only good writing, and that is where literary training comes in. There is no greater fallacy in advertising than the 'advertising dialect' so generally used. It is supposed to be the language in which a man talks to his customer face to face, but few people talk that way. It is vulgar, lacking in dignity, and expresses nothing beyond the power of straightforward English. This dialect is in high favor, however, and many adwriters gain reputations by writing topsy-turvy stuff. The epigrammatic, smart style is another form of folly—the worst failure in all publicity so far as selling goods is concerned. The moment you attract attention to your manner of saying things you draw the reader from your goods to the ad itself. It is generally thought that goods are well advertised when the advertising is talked about by the public, but there have been some signal failures in advertising that was widely commented upon as clever. If a woman were to point to one of my cards and say 'There's a clever ad,' I'd hide my head. But if she said, 'There's an article I want to buy,' I'd consider that I was earning my salary. A newspaper or magazine writer's productions are revised by editors, and he is often

saved from extravagances or weak statements. In many cases he can revise his work after it has cooled. But the adwriter must be his own editor, and his work must frequently be printed within a half hour after writing. I have a set of rules by which I check my own copy. First—Is it true; does it contain any misstatements or exaggeration? Second—Is there any suggestion of flippancy, smartness or cleverness for its own sake? Cut it out relentlessly. Third—Try to read the ad with the eyes of a boy of twelve. I try my copy on the office-boy sometimes, asking him questions after he has read it, not to find out whether he thinks it good, but whether he clearly comprehends the statements. Fourth—What will the reader want to know that I haven't told him? Fifth—Has it the quality that makes people want the goods? Few ads interest readers to the point of asking prices. I try to bring them to this point, and then always include the price. If you can lead readers to ask 'How much does it cost?' you have written an effective ad. Sixth—Has it a news element? There ought to be something new in each advertisement about prices or styles or materials that will be real news. Seventh—Will it appeal to women? This is an important point in nearly every advertising proposition, especially in those that apparently appeal only to men. In clothing publicity, for example, we receive many letters from women, and their viewpoint must be taken into account. Much has been said about 'writing out,' and many adwriters find nothing new to say about their propositions after a year or two of writing about them. This comes of neglecting to feed the mind. The man with a literary training knows how to interest himself in his proposition endlessly, developing new viewpoints, approaching his material from different sides, becoming enthusiastic over new features. The advertising man who 'writes himself out' has not put his work upon a broad basis of human nature, but is a word-monger who never goes to his goods for material and in-

spiration. Because ads are condensed, many persons consider them easy to write, but I don't believe that any man is capable of writing an effective ad of six inches single column unless he can interest general readers in the same subject to the extent of a three column Sunday newspaper article. Much of the copy printed to-day is written to please the man who pays for the space rather than to sell goods. This accounts for much of the cleverness and epigram. Good copy is seldom produced by an agency, for the agency is chiefly concerned with the statistical work of advertising, and the ten or fifteen per cent commission is expended in this work. The margin left for copy is necessarily small, and it merely fills space. I have been a reader of PRINTERS' INK many years, and consider the Little Schoolmaster's teachings in the matter of copy eminently sound. He reflects the opinions and experience of many men in many fields, and perhaps some of them are wrong. Yet, PRINTERS' INK lays down sound principles, and it will be found as a rule that the actual world of advertising follows them closely." JAS. H. COLLINS.

ARIZONA NEWSPAPERS.

Office of
"THE ARIZONA REPUBLICAN,
The Treasure Territory's Chief Newspaper.
PHOENIX, ARIZ., April 25, 1903.
Editor of PRINTERS' INK:

By referring to the copy of the Rowell's Newspaper Directory for 1903 which arrived this morning we find that only two other daily newspapers in the Territory, viz.: Bisbee Review and Phoenix Gazette, are credited with as much as 1,000 circulation, and one monthly, the Arizona Workman. You have the Bisbee Review credited with 1,250, which we believe to be correct, and the Arizona Workman with something over 2,000. We furnish the paper and print the latter and know that it now has a circulation of 3,200. You have credited the Phoenix Gazette with 1,000 circulation, which is decidedly erroneous. By referring to the text of their statement it appears that the Gazette people evidently failed to satisfactorily prove to the Directory editor that they had a circulation of so many as 1,000 copies.

Having furnished print paper to every publication in this city we know that none of them print as many as 750 papers and we have the best of reasons for believing that the daily edition of the Gazette does not exceed 500 copies. In

the case of the Bisbee paper the situation is different. It is the oldest established paper in Bisbee, receives the Associated Press report, is well edited and circulates largely in the town of publication, which is the largest mining camp in the Southwest with a population of 5,000 or 6,000 people.

We are positive that, with the exception of the Arizona Republican and the Bisbee Review, no daily or weekly in Arizona has anything like 1,000 circulation.

For about four months now we have been printing over 6,000 papers every day but the number is falling off a little already, and as the dull season is before us we will probably drop back to 5,900 or 5,800 before the summer is over. We believe however that we can pass the 6,500 mark by January 1st, and hope to have an average for the year of 6,000 or more. We make affidavit to our circulation statements and are prepared at all times to prove their correctness.

Very truly,

ARIZONA PUBLISHING CO.,

Harold H. Lee
Business Manager.

HE IS RIGHT.

WOODSTOCK, Ont., April 27, 1903.
Editor American Newspaper Directory:
The News of Batavia, N. Y., is held up as a bright and shining light, as to what a newspaper report to the Directory should be. Another illustration may be found in the case of the Sentinel-Review, Woodstock, Ont. Yours truly,
THE SENTINEL-REVIEW CO., Ltd.,
Per J. F. Mackay, Man'g Director.

If you want to be lucky, get out and hustle—and advertise.—White's Sayings.

EXTRACT OF DEPARTMENT
STORE AD ILLUSTRATED.



"A GOOD HOSE SUPPORTER."

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C), the so-called gold marks, denoting superior excellence in quality of circulation. (C) Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance.

ALABAMA.

Montgomery, Advertiser, daily, weekly and Sunday. Advertiser Co. Average for 1902, d'y, 10,890 (C), w'y, 12,841, S'y, 14,625 (41).

CALIFORNIA.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,584 (80).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 82,171 (97).

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 85,748 (C) (123).

National Tribune, weekly. McElroy & Shoppell. Average for 1902, 104,599 (132).

FLORIDA.

Pensacola, Journal, daily. Journal Co. Average for 1902, 2,441 (131).

ILLINOIS.

Calre, Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Chicago, Bakers' Helper, monthly. H. R. Clisold. Average for 1902, 4,050 (C) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,652 (167). Average first 10 weeks, 1902, 60,416.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (161).

Chicago, Live Stock Report, weekly. John Clay, Jr. Average for 1902, 16,260 (171). For the first three months of 1902, 17,460.

Chicago, Tribune, daily. Tribune Co. In 1902, Y.A. (C) (166).

INDIANA.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). Only culinary publication adapted to use of families with limited income.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,408, S'y 16,525 (260).

IOWA.

Hurlington, Hawk-Eye, daily. J. L. Waite. Average for 1902, 6,818 (285).

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

KANSAS.

Atchison, Globe, daily. E. W. Howe. Asserts, in June, 1902, not as low as 4,500 for sev'l yrs. (334). Offers to prove 2,500 daily circulation for 1902, or receipt any advertising bill.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (363).

MAINE.

Bangor, Commercial, d'y and w'y. J. P. Bass & Co. Average d'y for 1902 7,446, w'y 29,012 (302).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (C), weekly 15,255 (C) (306).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (307).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,588 (402).

Farmer and Planter's Guide, monthly. Geo. O. Gover. Average for 1902, 18,827 (406).

MASSACHUSETTS.

Boston, Evening Transcript, daily. Boston Transcript Co. Avg. for 1902, 24,457 (C) (413).

Post, daily. Average for 1902, 174,178 (418). Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (426).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 4,701 (428).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456).

MINNESOTA.

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (465).

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (C) (407).

Svenska Amerikaniska Posten, weekly. S. J. Turnblad. Av. for 1902, 47,975 (497).

Minneapolis, Tribune, daily. Average for 1902, 66,572. Sunday, 56,550; Farmers' Tribune, weekly, 74,714 (497).

Winona, Republican and Herald, daily. Average 1902, 3,202 (512). Guarantees 4,000 for 1902.

MISSOURI.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,276, weekly 161,109 (541).

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St. Western Fruit Grower, m'y. Aver. for 1902, 25,287 (567). Rate per line. Circulation 30,000 copies guaranteed.

St. Louis, Medical Brief, mo. I. I. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 23,053 (563).

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,506 (603).

NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,055 (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,532 (619).

A Roll of Honor—Continued.

NEW YORK.

Albany, Times-Union, every evening. Establ. 1858. Average for 1902, 25,594 (630).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,891 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,818, evening 80,401 (641).

Elmira, Ev'g Star. Av. for 1902, 8,955 (651). *Guaranteed by affidavit or personal investigation.*

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (658).

Newburgh, News, daily. Newburgh News Printing and Pub. Co. Av. for 1902, 4,257 (666).

New York City.

American Machinist, w'y, machine construc. (Also European ed.). Av. 1902, 18,561 (669).

Automobile Magazin, monthly. Automobile Press. Average for 1902, 8,750 (668).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,888 (667).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,844 (672).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (674).

Engineering and Mining Journal, weekly. Est. 1868. Average 1902, 10,000, (674).

Forward, daily. Forward Association. Average for 1902, 21,709 (667).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 8,650 (679).

Printers' Ink, weekly. A Journal for advertisers, \$3.00 per year. Geo. F. Howell & Co. Est. 1884. Average for 1902, 18,937 (673).

The New York Times, daily. Adolph S. Ochs, publisher, 1902 & (669).

Schenectady, Gazette, daily. A. N. Lietz. Average for 1902, 9,097 (718).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 18,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 8,463 (724).

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Norman-den Pub. Co. Average for 1902, 4,869 (744).

OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,553 (752).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,554 (746).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,520 (773).

PENNSYLVANIA.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 5,88,127 (873). *Printers' Ink says: Farm Journal best represents the agricultural interests of the United States, and is the best medium for reaching rural people.*

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. 1902, yC (669) (665).

Philadelphia, Reformed Church Messenger, w'y. 1306 Archst. Average for 1902, 8,5 4 (680).

Pittsburg, Times, daily. Wm. H. Belf, pres. Average for 1902, 59,571 (676).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (660).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 1,261 (663). Average for April, 1902, 9,301.

RHODE ISLAND.

Providence, Journal, daily and Sunday. Providence Journal Co. For 1902, daily E (669), Sunday E (669) (666).

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901).

TENNESSEE.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average, 1902, daily 27,566, Sunday 24,910, weekly 74,818 (827).

TEXAS.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (940).

VERMONT.

Bennington, Banner and Reformer, weekly. Frank K. Howe. Average for 1902, 1,966 (914).

VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 5,098 (932).

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,586 (990).

Tacoma, Daily News, daily. Daily News Pub. Co. Av. 1902, 12,659 (1,000). *Saturday issue 12,202.*

WEST VIRGINIA.

Romney, Hampshire Review, weekly. Jno. J. Cornwell. Average for 1902, 1,919 (1010).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,505 (1011).

WISCONSIN.

Milwaukee, Evening Wisconsin, daily. Fvg. Wisconsin Co. Av. for 1902, 20,748 (669) (1025).

Oshkosh, Northwestern, daily. Hicks Printing Co. Average for 1902, 5,909 (1030).

Racine, Journal, daily. Journal Printing Co. Average for 1902, 8,496 (1028).

Wisconsin Agriculturalist, w'y. Av. for 1902, 27,515 (1029). *For yr. edg. Apr. 2, 1903, 28,000.*

BRITISH COLUMBIA.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 8,574 (1051).

MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average for 1902, daily 15,841, weekly 10,674 (1054).

Among the 6,395 newspapers supposed to issue more than 1,000 copies regularly, 2,820 make definite circulation statements, and are rated in accordance in Rowell's American Newspaper Directory. These may be termed the honest ones and, more so, the intelligent ones. These papers are entitled to a place in the PRINTERS' INK Roll of Honor, on conditions set forth under that heading on the opposite page.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of adv. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 13, 1903.

FROM the *Times*, Trenton, N. J., comes a folder containing a detailed list of towns within thirty miles of that city to which bundles of the paper are sent daily.

THE *Pittsburg Times* probably carries the best worded and designed bank display advertisements in the country. The issue of April 30, 1903, contains about one dozen of such.

"HALF a loaf is better than none" is the attractive argument presented by a hotel at Lakewood, N. J., that makes a feature of Saturday and Sunday vacations in its advertising.

SUCCESS sprouts from good advertising seed sown in good mediums. Make your newspaper advertising as newsy as possible that it may prove interesting to the greatest number of people.

A DAINTY booklet containing little else than tiny halftone views amply describes the Hotel Magnolia, Magnolia, Mass. The cover illustrations, showing wings of this big resort, are especially attractive.

MR. THOMAS BALMER, who was advertising manager of the Butterick Company's publications for the West, is now appointed advertising manager for the entire country with headquarters at the company's offices in New York.

PRINTERS' INK, New York, is probably the best guide to profitable and successful advertising in the world.—*Rutland, Vt., Evening News.*

It is reasonable to expect fairly quick returns from a daily newspaper. Advertising matter sent in to-day is read by the people to-morrow. As daily newspapers, as a rule, have but an ephemeral existence, those who read advertisements in them are apt to act quickly upon their offers.

BISBEE, Arizona, is the largest mining camp in the Southwest and has a population of between five thousand and six thousand people. The *Bisbee Review*, a morning daily, is the oldest established paper there, in fact it is the only one catalogued in the Newspaper Directory. It receives the Associated Press reports, is well edited and is very generally read by the people of Bisbee.

A RECENT PRINTERS' INK baby is the *Proprietary News*, devoted to the manufacture, advertising and selling of proprietary remedies, perfumes, soaps and toilet requisites. It is published by Cameron, Blake & Co., New York, and the first number contains sixteen pages of miscellany along the lines indicated by its policy. There would seem to be plenty of room for a journal that will treat this field ably.

SOMETHING of an innovation in advertising for a funeral director is the four-page folder from Albert J. Benson, 862 Fulton street, Brooklyn. Rates and details of five classes of interment are given, ranging in cost from \$55 to \$200, and there is a brief introductory talk that is entirely in good taste. A finer grade of paper and more tasteful arrangement of type would have added to the folder's dignity, perhaps.

Puffs is a monthly from St. Louis, published by the Shryock-Johnson Mfg. Co., and sent to jobbers handling that firm's cigars, as well as to jobbers' salesmen. The editor is J. G. McCall, advertising manager of the company, who also handles the publicity of the MacCarthy-Evans Tailoring Company, of that city. *Puffs* is strenuous in its business-getting creed, and is bright and snappy throughout its entire eight pages.

If, as claimed, every dog has his day, the advertiser may hope to get square with the circulation liar.

THE New York *Herald* has been said to be the most conspicuous newspaper of the Western Hemisphere and it is probably also the one newspaper which is best known of all American papers in foreign countries. The *Herald* is entitled to a place in the "Roll of Honor" because the American Newspaper Directory of 1903 accords it the goldmarks **☉☉** denoting superior excellence in quality of circulation.

EDWARD HENRY VIZETELLY, a once well-known author and war correspondent, died recently in the Whitechapel Infirmary, London. He was the eldest son of the late Henry Vizetelly the London publisher. Edward was a brilliant writer and loyal man and the Little Schoolmaster's scribe recalls the journey made with him from Egypt to the interior of East Africa to welcome Stanley and Emir Pasha on their return from Aquatoria.

AUBURN, Me., is a city of 12,951 inhabitants, it has no daily, but one weekly and two monthly publications. Not one of them is entitled to a place in the "Roll of Honor." Phillips, Me., has a population of 674 and supports two weeklies, viz., *Maine Woods* and *Maine Woodsman*. The former is a member of the "Roll of Honor," having an average rating for 1902 of 5,416 copies. Its circulation is not a local one, but goes to sportsmen all over the country.

PREVIOUS to the advent of the Little Schoolmaster no trade paper or any other periodical thought of conducting a systematic department on publicity. Advertising as the great force of modern merchandising has neither been discovered nor been created as such by PRINTERS' INK, but the Little Schoolmaster was first to teach and systematize the great unknown force and by doing so has revolutionized and created methods and has above all planted faith in honest publicity.

A NEW edition of the New York *Times'* little booklet of national bank reports has been issued. It contains a hundred pages, and gives the reports of eighty separate institutions to the close of business on April 9. The greater number of these are New York banks, though there are reports from institutions in New York State and from several Western cities.

A HANDSOME book of 100 pages with embossed cover gives technical instructions for installing and maintaining rural telephone lines. Each individual bit of apparatus is illustrated, and there are numerous diagrams, besides a model constitution and by-laws for a small telephone association. The book is an excellent piece of advertising for the apparatus of the Stromberg-Carlson Telephone Co., Rochester, N. Y., and Chicago. Rogers & Wells, of Chicago, did the printing.

AVOID the superlatives. They are merely a slipshod, indefinite emphasis upon a point in your advertising story that can be strengthened by exact description. When you find yourself writing that your article is, "elegant," or "unequaled," just pause and ask yourself why it is so. If real elegance is one of its qualities there must be factors that go to make it, and this is the point that you must describe in little words. The superlatives do not describe, therefore they cannot inform.

EVER buy a gold brick? That is what you are doing when you buy advertising space in a newspaper which is afraid to make a circulation statement, in detail, and swear to it, but instead "claims" all kinds of figures which can't be proven. The only newspaper in Davenport which has a positive known circulation is the *Times*. When you buy space in the *Times* you know what you are buying, can see it for yourself if you want to call at the office.—*Postal Card of the Davenport, Ia., Times.*

CLEANLINESS and courtesy should prevail in an establishment ere success can enter.

Til-Bits, of London, reports a new circulation booming scheme. The editor of a provincial paper recently stated that he had been kissed by one of the most beautiful married women in the town. He promised to tell her name in the first issue of his paper the following month. In two weeks the circulation of his paper doubled. But when he gave the name of his wife he had to leave the town.

THE first issue of the new Retail Edition of *Profitable Advertising* is dated April, and consists of fourteen large three column pages. The contents comprise an article on booklets by Jed Scarborough, a discussion of store management by J. Angus MacDonald, a page of suggestions for retailers by Benjamin Sherbow, an inquiry into the duties and methods of the advertising manager by Charles Austin Bates, an article on the maintenance of a mail order department in a retail store by George R. Crow, and other interesting matter. This new venture of Miss Griswold's promises to be the best of the several advertising journals now devoted to retail publicity. It will be issued monthly.

"THE Care of the Wardrobe" is the latest bookling from Brooks Brothers, New York. In brief compass it gives sensible, easily followed directions for taking care of a man's garments when not in use. The coat, trousers, waistcoat, hat, gloves, cravat, shoes and linen are each treated in a short chapter, and suggestions for cleaning and folding and general preservation of fabrics and shape are given in a form that will be appreciated by those who value a good personal appearance. Like all these little booklets, it contains no advertising save the Brooks Brothers' imprint. Not even the business is mentioned, but the regular issue of similar things has led the firm's patrons and friends to watch for them. "The Care of the Wardrobe" was arranged and printed at the Cheltenham Press.

"No ONE Need Know" is a complete little booklet describing the treatment offered by the DeVoe Liquor Cure Company, Madison, Wis. The pathology of alcohol is given in non-scientific terms, and there are colored diagrams showing the action of drink upon the walls of the stomach. The arguments for the cure itself are free from overstatement, and ought to be convincing.

JOHN JAMES BROWNE & SON, real estate experts and architects, Montreal, Canada, calls attention to a page ad for their firm which appeared in the Montreal *Daily Herald* Saturday, May 2, and which they say is the largest real estate ad ever printed in Canada. The matter and general layout are good. There is plenty of white space, while reliance has been put upon type almost exclusively to attract the eye, and upon lists of residences, summer homes, building lots, stores, speculative property and other offerings to hold the reader. Prices are freely quoted, and descriptions are full and conservative. Such advertising ought to bring results. This firm has sold property to the value of \$525,000 in the past three months by the aid of vigorous, modern advertising.

THE *Public Ledger*, of Philadelphia, has been selected as a textbook in literature classes by two prominent Pennsylvania colleges—Bucknell University, at Lewisburg, and Swarthmore College, at Swarthmore. At the latter institution, according to the *Ledger*, special attention will be given to editorial and literary articles and book reviews. The presentation of the news in readable and attractive form, the editorial policy, as shown in the treatment of material and selection of subjects, and the general tone and character of the newspaper, will come under observation, while the students will critically pass upon the contents for style and expression. Swarthmore College was established by the Hicksite branch of the Society of Friends. It is the largest college of that branch of Quakers in the country.

THE *Red Book* is a new monthly magazine of short stories, published by the Red Book Corporation, North American Building, Chicago, and edited by Trumbull White.

THE woes of King Solomon with his thousand wives and numerous offspring are used as the basis of a series of newspaper ads for "Takoma Biscuit," a product of the Loose-Wiles Cracker & Candy Co., Kansas City. The underlying idea is good, but the series will be likely to offend all Hebrews, being too broad a caricature of that race.

To advertise its foreign department the Northern Trust Company Bank, of Chicago, sends out a neat pocket atlas of the world, emphasizing the fact that funds can be furnished in any part of the globe through its correspondents. The book, while elaborate, has been made in a simple way by attaching several fly leaves containing arguments to a standard atlas. The whole is inclosed in a neat cover, and is a piece of financial advertising of a new sort, pretty certain to be preserved. It was devised by Geo. Eustis Robertson, advertising manager of the Northern Trust Company.

"CUBA ON WHEELS" is a traveling exhibit of that island's products which is to be sent over the United States by Mr. W. H. Ramseur, a promoter of this form of advertising. According to the *Havana Post* no charge is made the Cuban government for this service, as Mr. Ramseur reaps a profit from advertising space on the sides of the car. A similar exhibit for Florida was instrumental in sending many settlers and industries to that State, while a North Carolina car is now on the road. The promoter gives bonds for exhibits loaned him by Cubans, which will comprise fruits, woods, minerals, photographs and like attractions. Advertising literature furnished by the Cuban government and Cuban firms will be distributed, and it is thought that the display will have a marked effect upon tourist travel to the island.

EVERY modern business success is a monument to the power of good advertising.

ONE of the largest and best-known shoe manufacturers in the land exemplifies in the daily papers how each advertisement he issues can be made to serve not only himself, but also the retail dealer who handles his wares. The goods of this manufacturer have been familiarized to the public, through many years of advertising and as they are superior, they reflect credit on the dealer who handles them. In fact these shoes are only placed in a limited number of shoe-stores. The manufacturer, taking advantage of this, bunches a number of small retail advertisements, each pointing out the merits of his own brands, thus making one large ad for himself. The result is impressive, and a moment's thought will show what great force there must be in such an announcement for all concerned, for himself, the manufacturer, and for each and every one of the dealers who form a component of the novel advertisement.

"WHAT We Are Doing for You and for Ourselves" is a most instructive booklet from the Standard Sanitary Mfg. Co., Pittsburg, detailing month by month the advertising of bathroom fixtures that has appeared in general mediums since January, 1902. The first ad, sixteen months ago, was a half page, and was printed in magazines having a total circulation of 3,200,000 copies. Thousands of requests were received for the company's booklet, "Modern Bathrooms." February replies to an ad showing fixtures costing \$130 were larger, and in March the actual sales began. From this time until the present the company has steadily increased its list of mediums, and is now using page spaces in magazines with a combined circulation of 4,500,000 readers. During the sixteen months a grand total of 55,000,000 people have been reached. The booklet containing this resume goes to the plumbing trade, through which all returns are cared for. The company sells no goods direct.

THE spring and summer style book of the Friend Bros. Clothing Co., Milwaukee, is a cleanly printed brochure of forty-eight pages, with handsome wash illustrations and an attractive cover in colors. The descriptions and arguments are conservative and convincing.

THE *People's Health Journal*, published in Chicago, wants the W. C. T. U to attack proprietary remedies because they contain a greater percentage of alcohol than wines and beer. In support of this contention the report of Dr. Bumgardner in the transactions of the Colorado State Medical Society, showing the percentage of alcohol in various well-known remedies, is quoted:

Greene's Nervura.....	17.2
Hood's Sarsaparilla.....	18.8
Schenck's Sea-weed Tonic.....	19.5
Brown's Iron Bitters.....	19.7
Kaufman's Sulfur Bitters.....	20.5
Paine's Celery Compound.....	21.0
Burdock's Blood Bitters.....	25.2
Ayer's Sarsaparilla.....	26.2
Warner's Safe Tonic Bitters.....	35.7
Parker's Tonic.....	41.6
Hostetter's Stomach Bitters.....	44.3

THERE is no servant more diligent, more faithful, more persistent or more efficient than a good trade-mark.

* * *

Names are given to individuals in order that they may readily be identified and addressed. So names are applied to articles of merchandise to identify and distinguish them from the similar products of competitors; such names, or any arbitrary symbols or designs, are known as trade marks.

* * *

Unless an advertisement makes a definite impression its effect is largely lost. A trade mark, if bright and attractive, placed conspicuously in the advertisement, makes an enduring impression in the memory of the reader.

* * *

What sort of investment, then, is a trade mark? It costs practically nothing to acquire; it increases the "penetrating" and "sticking" qualities of advertising; it helps to sell the goods that bear it; and after a time it has itself become a valuable asset in the tangible good will of the business.

CONSIDERABLE free newspaper advertising in the shape of the ever-welcome press notice was recently secured by Manager Johnston, who directs the tours of Duss's Band. One hundred thousand mailing cards showing that enterprising impresario in the act of trundling Mr. Duss, Madam Nordica and M. De Reszke in a pushcart, with the legend "I push my business," were prepared for distribution by the Nolley agency, Baltimore—at least, it is so asserted. The parties being pushed sent in vigorous objections of the sort that traditionally come from musical and operatic persons, with the result that the cards were destroyed. The wise Mr. Johnston preserved a few copies as souvenirs for his newspaper friends, however, and the generous distribution to editorial offices gave the whole affair a strong odor of fish. The idea in the card was thoroughly commonplace, but the incident brought comment from prominent dailies all over the country.

THERE are twenty-three periodicals published in New York City which have definite and verified circulation ratings in the 1903 issue of the American Newspaper Directory and each paper has a rating exceeding one hundred thousand copies per issue.

The one credited with the smallest issue, printed one hundred and twenty thousand copies, the next smallest one hundred and twenty-six thousand, eight hundred and twenty-nine, two printed over one hundred and fifty thousand copies, seven over two hundred thousand copies, three over three hundred thousand copies, six print four hundred thousand copies and over, one prints five hundred thousand, one six hundred thousand and the one which is credited with the largest verified circulation has a figure rating of 721,909, and that one is the *Delineator*. Each of the twenty-three papers is qualified to a place in the PRINTERS' INK "Roll of Honor."

A classified entry in the "Roll of Honor" (not less than two lines) costs \$20.80 per year; if check with the order is sent a reduction of ten per cent is allowed.

A TIMID advertiser will never be a successful advertiser. The moment a merchant goes into an enterprise in a half-hearted spirit, he chills the iron which ought to be struck when it is hot, and kills all chance of shaping the metal to the form of success. Only courage and enthusiasm will impart the magnetism so essential to satisfactory results, and if an advertiser does not possess these, he would better be content with the small triumphs to be gained in the most conservative channels. "Be bold, be bold, be bold," was originally applied as the course to be adopted for those desiring success in politics and war, but never was it more applicable than to-day, as the proper policy for the man who would win success in business.

THE removal of Macy's to Thirty-fourth street and the increase in the store's advertising, together with the drawing power of the Saks & Company establishment, seems to be having an effect on lower Sixth avenue. While the Siegel-Cooper establishment is making plans for a large annex it is also offering special inducements to shoppers, not only in prices and increased advertising, but in other ways. The latest innovation is the adoption of trading stamps, which are given in every department of the "Big Store." Sperry & Hutchinson's green stamps are used, and a large display room for premiums has been opened on the fifth floor. Double-page ads in several New York dailies announced the new departure, and during three days every person visiting the store was given a book and a dollar's worth of the stamps; those visiting the display room were given an additional dollar's worth, while those bringing a coupon cut from the store's ad were given three dollars' worth with a purchase of one dollar in addition to those received on the purchase, making six dollars' worth of free stamps for one dollar's expenditure. The trading stamp plan was subjected to a very rigid investigation before adoption and found, according to the store management, entirely logical and practical.

THE Lewiston, Me., *Journal* in a recent ad in its own paper says that the *Journal* is a newspaper and not an organ, that it has 150,000 readers in Maine and prints more reading matter than any other paper east of Boston and of a quality which is up-to-date. These assertions are probably true for the *Journal* is a first class publication and a member of the "Roll of Honor" both on account of quality and also on account of verified circulation. The Lewiston *Journal* is one of those newspapers that are excellent enough to make a quarter page in PRINTERS' INK a profitable investment.

"THE Bachelor Book" is the title of a volume issued by A. J. White, 35 Farringdon Road, London, the proprietors of Seigel's Syrup. It contains most of the information commonly needed by bachelors—chafing-dish recipes, directions for mixing drinks, toasts and sentiments for a variety of occasions, instructions in the gentle art of carving, a dress chart, and so forth. Throughout its sixty-four pages are scattered references to Seigel's Syrup. Mr. H. W. Wack, managing director of the firm, sends the Little Schoolmaster a copy of what he terms the "edition de luxe," bound in a paper cover, and ventures to believe that he will find it "as unique and interesting a specimen of practical literature as the bookmaking art has produced in many years." One is sincerely sorry that he cannot follow Mr. Wack in his optimism, for the book is really no great shakes mechanically. The information is perhaps worth the half-crown (two and a half shillings) asked for copies, but most persons in Yankeeland would object to paying sixty-five cents for an advertising brochure of this quality. Mr. Wack is to be congratulated if the British public makes such advertising profitable. The Little Schoolmaster feels certain that he will be interested in sending to the Gorham Company, New York, for a copy of the "Bumper Book," which will show him how we work out such ideas in de luxe fashion this side of the Atlantic.

THE question of the publisher's responsibility for the advertising he admits to the columns of his publication is one that has never been entirely settled between the publishers and the public, at least that portion of the public that has considered it. The average publisher or advertising manager is not squeamish in the matter of accepting business at good rates. If the matter offered is decent and not obviously dishonest, and the advertiser has the money to put up or the requisite references, the publisher is inclined to pass upon it favorably without a careful investigation. That is business and the publisher is strictly a business man. He considers himself well within the bounds of his rights as long as the concern offering the doubtful matter can pass muster at the postoffice and use the mails without interference. It is not the publisher's business to look out for the moral or financial welfare of his readers, he argues. They are supposed to be able to take care of themselves. If they are not that is none of his business. He is running a newspaper—a concern that eats up money with an insatiable appetite—and he is expected to meet his bills and pay dividends. He has to look out for his own interests and his readers must look out for theirs. That is the publisher's argument. It is sound from the strictly business standpoint but faulty from the moral point of view. It is the publisher's business to censor the advertising columns with the same vigilance the editor is expected to use in the selection of the paper's news and literary matter. The theory that the public can take care of itself is faulty. If it were true there would be no fake advertising for the simple reason that it wouldn't pay. There is no defense for the publisher who wilfully accepts dishonest advertising. There is little more for the one who accepts doubtful advertising, the class of matter run by the get-rich-quick rascals, the mining sharks and the oleaginous promoters who exploit imaginary oil wells and rural town lots. Any experienced publisher generally can tell the legiti-

mate from the illegitimate at a glance. The fact that he needs the money has nothing to do with it.

If you know your advertisement is a good one, place it in a conspicuous position. If it is not a good one, the more conspicuously it is placed, the worse it will look.

THE increase in the *Telegram's* advertising patronage is well worth watching in connection with the fact that it is the one leading New York English daily that openly states its circulation, and the only New York daily that appears in the Little Schoolmaster's list of "Greatest Circulations." This list was published in *PRINTERS' INK* May 6, and embraces 102 American periodicals that state circulation of 75,000 or more copies per issue. During April the *Telegram* printed 1,099 columns of paid advertising, a gain of 88 columns over March and of 119 columns over April of last year. This is 316,677 agate lines, of which 189,219 were display and 127,458 classified. In this total there were 38,238 separate announcements, of which 35,029 were classified and 3,209 display. There was a gain of 10,166 individual ads over April, 1902. Eighty-two retail stores used its columns during the month, against fifty-seven the previous year, and the retail advertising amounted to 93,271 lines. In financial advertising there was a gain over last year of 1,093 lines; hotels and restaurants, 2,742 lines; proprietary, 22,497 lines; classified, 32,919 lines; miscellaneous, 7,532 lines. With the exceptions of the *Morning Telegraph*, *Evening Post* and *Columbia Spectator*, the *Telegram* is the only English daily in New York entitled to enter the "Roll of Honor" on a circulation rating in the American Newspaper Directory of 1903. The Hebrew dailies, *Forward* and *Jewish Daily News*, are also entitled to this distinction, as is the morning issue of the *Staats-Zeitung*. The *Times*, morning edition of the *Sun*, *Tribune*, *Journal of Commerce*, *Herald*, *Evening Post* and morning *Staats-Zeitung* are entitled to entry because they bear the gold marks **●●** of quality.

Not long ago the manager of a large corporation spent a week in New York interviewing advertising men with a view to securing a director of publicity for his company. Fully twenty-five well-known advertising men were approached, and in one instance, it is said, a salary of \$20,000 was offered and refused. The last man interviewed by the manager was the junior partner in a firm that makes conspicuously good copy and illustrations, and as he has a growing business and good prospects he also refused to take the place. "No advertising manager has ever stayed with you more than six months, anyway," said the advertising man. "That's because we have never found a man for the place who suited us," replied the manager. "We have paid as high as \$10,000 a year to some of the men tried, and they have been \$10,000 men, but we want a man to whom we can pay \$20,000, or even more. It is not a question of fixed salary, but of the capacity of our advertising director to earn a larger salary by producing the kind of publicity that makes business. There are any number of mediocre men available, but the big advertising man is scarce, and the growth of large corporations, with ever increasing appropriations for advertising, is far ahead of the production of advertising men capable of handling them." This case is an epitome of conditions to-day in the advertising field. The time when the advertising manager was a promoted clerk has gone by. The man who handles the modern advertising appropriation must carry immense responsibility. He spends hundreds of thousands of dollars, and must show a return for them. He buys an intangible commodity in advertising space. The buyer in any other department of the business who makes a mistake still has something tangible in the way of merchandise to show for his expenditure, and can possibly retrieve part of his waste, but the advertising man's losses are total. The increase in the cost of advertising media, together with growing competition in advertising in all fields, call for a man who is a thorough specialist, creative

in his methods. The advertising man who merely writes copy or designs pictures is not the sort to spend the big appropriation. The latter must be a general who knows how to divide his work among others, and who directs.

FREEMAN, the advertising man of the *Journal*, has thrown up an \$18,000 position to become an advertising agent. There's millions in it.

WHEN the editor of the American Newspaper Directory is unable to gather from the office of a newspaper any information as to the circulation of that paper he gives a circulation rating by letter and explains that:

LETTER RATINGS ARE GIVEN ONLY TO PAPERS THAT WILL NOT OR DO NOT FURNISH INFORMATION UPON WHICH AN EXACT AND DEFINITE RATING MAY BE BASED.

The principal advantage, to a newspaper, of a letter rating is in the probability that it will convey to the user of the Directory an impression that the circulation of the paper is larger than it really is. A gentleman much interested in newspaper circulations criticises the Directory ratings as follows:

"It is my opinion that the daily issue of the Charleston, S. C., *News and Courier* should not be rated higher than 'H.'"

"It is my opinion that *Way of Faith*, published at Columbia, S. C., should not be rated higher than 'G.'"

"It is my opinion that the *Lutheran Visitor*, published at Newberry, S. C., is not entitled to be rated higher than 'I.'"

"The circulation of the weekly edition of the Washington, D. C., *Post* stands in the Directory with an 'F' rating without any report from the paper for several years. I think in the next issue of the Directory the rating accorded to the weekly should not be higher than 'H.'"

"I do not believe the New York City *Commercial Advertiser* is entitled to an 'E' rating. Probably it should be 'F.'"

"In the latest issue of the Directory the New York City *News* is credited with an 'A' circulation daily and a 'B' circulation Sunday. I believe its rating should be changed to an 'E' circulation rating daily and an 'F' circulation rating Sunday."

"I believe the circulation rating of the Brooklyn *Times*, daily, should be advanced from 'F' to 'E.'"

"In the absence of better information, I should suppose the Buffalo *Daily Commercial* ought to have an 'F' rating in the next issue of the Directory."

THE senior Catesby, head of the firm of Catesby & Sons, Tottenham Court Road, London, England, died April 20 at his home. From time to time PRINTERS' INK has reviewed specimens of advertising from his establishment, which was conducted on American lines, and his advertising had a character so new in London that the London *Daily Mail* on the day after his death referred to him as "the ingenious advertiser." Catesby & Sons were the first firm in England to introduce a mail order department, or "shopping by post" as it is called over there. By courtesy of Mr. John Preston Beecher, United States vice-consul at Havre, the Little Schoolmaster is supplied with the following facts concerning the innovations introduced by Mr. Catesby: "The firm has been in existence since the early fifties, but in 1893 employed only twenty people. Mr. Catesby visited the World's Fair at Chicago in that year, and there learned the method of selling by mail which has raised his establishment from one making \$2,500 a year to a business that is known all over Great Britain. To develop the new idea in England he had immediate recourse to extensive advertising. With the help of his three sons he planned, and their profits for an entire year went into the advertising appropriation. Despite the fact that the new system entailed the granting of liberal credits, success was assured in the first twelvemonth. At present Catesby & Sons have a staff of four hundred people, of whom some hundred and fifty are young women clerks, whose time is wholly occupied in dealing with the day's mail, which varies between two thousand and three thousand letters. The firm has over 32,000 open accounts. This great business has been amassed without either canvassers or commercial travelers. It has been effected by advertising alone." Of Mr. Catesby's advertising methods the *Daily Mail* says:

For fertility of idea and design Catesby's advertisements have seldom or never been equalled. Probably "Catesby's Drolleries" will be the best and longest remembered on both sides of the Atlantic. No great author,

no country's history was safe from ingenious adaptation, and all was made to redound to the glory of the firm. Who does not remember the inimitable trial *Rex vs. Crusoe*, in which Robinson Crusoe was indicted for stealing a handsome fur-lined overcoat from Catesby's clothing store? Mr. Thunder Bolt, K. C., was for the Crown and Mr. Forked Lightning, K. C., led for the prisoner. The trial ran through twelve days, and, needless to say, the result was a complete vindication of the excellence of Messrs. Catesby's goods. The prisoner was found guilty, but the quality of the coat was held to be an extenuating circumstance.

To do good advertising calls forth all the brain energy a man can command.

THE Keystone Photographic Printing Machine, which makes prints from electric light, is very completely described in a four-page folder from the manufacturers, the Chicago Blue Print Paper Co., 160 Adams street, Chicago.

THE New York *Engineering and Mining Journal*, a member of PRINTERS' INK "Roll of Honor," is making this fact known to advertisers by sending out a straightforward, convincing folder that is also commendable for typographical excellence.

THE purchase of advertising space is a plain, blunt business transaction, ordinarily. Yet slight considerations of a most unbusinesslike nature often lead advertisers to refrain from using mediums that are thoroughly desirable from the business standpoint. Royal Baking Powder advertising is placed direct, and those having it in charge follow a rule that no space shall be bought in publications refusing the agent's commission. For this reason the Royal ads have been conspicuously absent in the *Delineator* and *Ladies' Home Journal* for several years, but with the January numbers of these magazines the familiar announcement reappeared in their pages. The precise arrangement between publishers and the company is not known to outsiders, but it is safe to say that the concession was made by the Royal people. And it was, beyond doubt, a wise concession, for in these two publications the company can reach between five and ten million women readers.

Impressions, the monthly organ of the "Print Shop," St. Catharines, Ont., is one of the most worthy of the Little Schoolmaster's large family of babies, chaste and new in its typography and containing much matter in a small space. Among the interesting features of a recent number was an article on "Medical Advertising" by Wolstan Dixey, who treats some points of this weighty subject with the directness that comes of experience:

The name ought to signify something definite and attractive to the casual observer. It ought to give him an idea of what the medicine is good for. It should be new enough to be distinctive, but not so fanciful as to seem trifling. It should be easy to pronounce. People don't like to ask for some freak name that they are uncertain about pronouncing, even if they think it may do them good. And they are not so likely to think so if the name has the appearance of having originated in a lunatic asylum. The shape, size and style of your package is important, although it would puzzle that strenuous gentleman known as Sam Hill to tell beforehand just what the public will do about any given package. Experience would seem to indicate that an extremely plain even sober-looking package is the safest thing to put on the medicine market. Several progressive advertisers have at different times undertaken to give the public something bright and lively in the way of labels and cartons; but the public shied away from them. On the other hand one or two of the most successful remedies of the day are put up in bright, attractive, though not too highly colored packages. My private opinion is that the public has no radical objection to a bright, artistic package but has so long been in the habit of getting its medicine in extremely plain, almost solemn looking coverings that the attempt to put it in something else excites suspicion. The price must be right and that is all you can say. You can't lay down a hard and fast rule. I know one man who made a fortune by a deep cut in his price (against all advice) on what seemed an unsalable remedy. But within the month I have heard another man lamenting a reduction which cut his profits without increasing his sales. The public will often grudge the price of one remedy and cheerfully pay double for practically the same thing under a different name and more attractively presented. It is a question of knowing your public, which is the one great problem of all business. It is sometimes a mistake to adopt a low price, but oftener a high price is an error. A high price requires big reasons and a big story to go with it, but a low price tells its own story. Whatever price you adopt leave a fair margin for dealers. Remember old Commodore Vanderbilt's maxim to "let the other fellow make something." A shrewd medical advertiser recently declared to me his belief that the day has gone by when a medical advertiser

could start in a small way and reach out gradually over a larger field, I do not believe it. While it is true that a smaller concern works under disadvantages, I am confident that by hard pounding it can break an entrance into the market and gradually work up to a commanding position. Among the plans for introducing a new remedy on small capital, one which has been followed with some success, is to select a limited territory; contract for advertising space with a few leading mediums, and on the strength of this advertising and an attractive discount on the first year's business, secure enough mail orders (to be filled through the jobber) to influence direct orders. The plan is to get in advance the advantage of your advertising by discounting its influence on the retailer. Where practical this is a good thing to do; but it is a question how much of it the retailer will stand for. The concern which offers the best remedy, for which there is the greatest natural demand; gives it the most attractive name, appearance and price; and backs it up most persistently with plenty of good advertising and business-like dealings, will just as surely succeed quickest in a small territory as in a large one.

TALLEYRAND'S definition, "words are made to conceal one's thoughts," has no application to advertising. The best advertisements are those which express plainly and without exaggeration the precise thought of the writer.

THE *Corbin*, "a monthly chronicle of things as we see them," is the proprietary publication of P. & F. Corbin, manufacturers of fine builders' hardware, New Britain, Conn. Few business periodicals reflect their commodities in so broad a spirit or with so keen a sense of their artistic and literary possibilities.

On pages 20 to 24 appears the second of a series of articles which will be republished in the second annual edition of LEADING NEWSPAPERS, a handbook for advertisers compiled by the editor of PRINTERS' INK. Criticisms and corrections are now invited, and such will have due consideration if found well grounded.

WITH ENGLISH ADVERTISERS.

By T. Russell.

Competition is probably the greatest of all bugbears to the commercial mind. I do not remember to have seen it anywhere pointed out that advertising is the best possible antidote to competition.

* * *

To find himself suddenly up against new and strong competition is one of the most exasperating and alarming experiences that can confront an old-established business man. Few things are better calculated to provoke an advertiser to indiscretion, and the world is occasionally amused by the unedifying spectacle of a couple of large publicists slinging ink at one another through the medium of the newspapers. Advertising, without question, is the best weapon: but not that sort of advertising. Few things are more diverting to the quiet critic of advertising than the influence of one man's advertising on another's. There was last year introduced a cough remedy—Mother Job's Liquid Fruit Cough Cure, a very excellent recipe said to be descended from an old crone of the 17th century, burned as a witch—and a very good story too. I don't suppose it is true, but there's nothing else the matter with it. As soon as this thing became rather prominent and made itself felt, Mr. Keating (the Cough Lozenge and Bug Powder man) came out with an ad headed by the Shakespearean quotation, "We work by Wit and not by Witchcraft." This counterblast is apparently all he has done against his new rival. Some eight years ago, the newspapers of Great Britain blossomed forth with extensive advertisements, very well written and illustrated, of a new cocoa—Dr. Tibble's Vi-Cocoa (by the way how is it that there is no American cocoa on this market?); and the enormous sums spent on the new product placed it, at a bound, in the front rank, both as to sale and publicity. When the effects of competition began to make themselves felt, the advertising of some of the older cocoa firms became

very funny reading. After a while—and this is a notable feature of competition when met by advertising—they settled down, and I suppose that to-day the business done by Cadbury, Rowntree, Fry, and the two or three other English cocoa houses (all Quaker families) is as large as it ever was, in spite of the fact that the Tibble's Cocoa Company has regularly paid a large dividend on its common stock as well as the full six per cent on the preferred shares. In other words, the result of the struggle has been that more cocoa is drunk than formerly.

* * *

This often happens. When new competition arises, the old manufacturers increase their advertising and expect to kill the new-comer. But instead, they maintain their old position and the new-comer finds room alongside. Advertising in fact is perfectly capable of extending and increasing the sale even of common household necessities. The moral obviously is that we ought not to cut down or abandon that advertising when competition ceases to be felt. The time to advertise is all the time.

* * *

That is the moral. The preacher will now proceed to the application.

* * *

A year ago, when the big fight was on between the American Tobacco Company (a wicked American trust) and the Imperial Tobacco Company (a pious British combine), the newspapers simply reeked of tobacco and cigarettes. I suppose there never was a time when the papers were so well supplied with orders, or their business managers so confident and uncompromising. Tobacco ads were everywhere. It is with difficulty that they were kept out of the religious press. Not only in newspapers, but on hoardings and walls, we were exhorted to smoke American Cigarettes on their merits, or else to support British industry by smoking English ones. Presently the two trusts, the fiend trust and the good trust, came to

an understanding. Where's all that advertising gone to now? Some of the large British houses, having discovered, even in the day of trial and adversity, how good a thing a big advertising account is, still keep it up on the old scale. Player's, Nottingham, may be cited as a prominent and honorable example. But the American advertising is greatly diminished. Why?

In a very unfortunate law-case, which it could do no possible good to reproduce the details of (as they have nothing to do with the subject here interesting) it was revealed yesterday that the income of Mr. Joseph Beecham, of St. Helens, is estimated by his family at \$425,000 a year—to be exact, £85,000. The legal representative in court for Mr. Beecham placed the figure lower, but agreed that Joseph the son of Thomas was in receipt of well over £50,000 annually—say a quarter of a million dollars, of which more than £30,000 were produced by the famous pill whose reputation caused a fair American to say to the Earl of Beauchamp (pronounced "bee-champ") "Well, Earl, I guess you make a fine thing of those pills of yours." It was stated in court that Mr. Beecham does not spend over £3,000 or fifteen thousand dollars a year on himself.

The company owning Pears' Soap has just paid an interim dividend on the common stock at the rate of eight per cent per annum.

EVERY merchant should send a wireless message to every possible customer every day via the good newspaper advertising system.

THERE are loud calls for new and striking ideas in the advertising world. Catch your idea. You will connect with the call all right.

AN advertiser said recently: "There is only one way to advertise and that is to hammer your name, your location and your business so constantly, so persistently, so thoroughly into the people's heads that if they walk in their sleep they would constantly turn their faces toward your store." Hammer but don't knock.

Good store keeping and good advertising are the greatest trade-winners of the century.

ADVERTISEMENT writing is developing by evolution, as the world of nature has progressed. Good and bad matter is written and published. Following an inflexible law, the fittest survives ultimately. That adwriter is wise who keeps up the best development in the art. Skill comes of observation of the work of others and of effort to improve upon what has been accomplished.

It is the complaint of travellers in the Orient that they are hampered constantly by the procrastinating tendencies of their guides. If one move about much in Cuba or any of the South American States, to any suggestion of his as to action of any kind, he is met with that constantly repeated word, "manana"—to-morrow. It is, in short, a putting off to the last minute what should be done at once. There is no newspaper or magazine publisher in the country but that can tell, from a painful and oftentimes expensive experience, of the procrastinating tendencies of advertisers. Many of them seem to think there is virtue in delaying the handing in of their copy. It may be a delusion on their part that such inaction will give them better space and place. Yet men who thus have no thought for the printer are most careful about meeting their notes promptly and in paying their bills when due. It is inexplicable why they should have no regard for the rights of the printer in this respect.



See That Spot?
You Don't.
But Others Do

CRANITONIC HAIR FOOD
"WILL DO IT"

MAKES BALD SPOTS.

PRESSWORK.

Presswork is one of the most important points to take into consideration when getting out a catalogue. Good presswork is a necessity, and should always be insisted on. All catalogues should be fine catalogues, if the house is to have any standing, just as traveling men must be clean and neatly dressed if they are properly to represent a good house. This day is rapidly approaching. Even if you use cheap paper, cheap cuts, cheap inks, cheap binding, get good presswork. That is, the best that can be got with the material you are using. Go to the printer who can and will give it to you. Presswork, good or bad, depends upon the ink rollers, the presses and the pressman. There are many kinds of presses. The choice of press to be used on a job you must naturally leave to your printers. But you can choose the pressman. That is, you can choose your printer by the presswork he does. Good presswork means clear, clean impressions. No blurred or smudgy looking type or cuts. No "graying" of the shadows, no filling up of the lights in cuts. No harsh borders on vignetted cuts. Too much ink, too little ink, too light or too heavy an impression, too imperfect a "make-ready," too irregular a register, too quick a run; all these and many more things make poor presswork. The pressman is often blamed when the cuts are bad, when the ink is bad, when the plates are bad, and for many other causes which are beyond his control. But it is his duty to "kick," and if the plates are furnished by the customer to let him know, when exceedingly bad, that good work can not be done, so that the customer may furnish better cuts if he wants to. It is doubtful if the printer could be held responsible for poor work done with customer's bad plates, even if he neglected to inform the customer before the job was done, but the best and most careful printers will always do this, if only for their own satisfaction. At this point it is not uncommon to have a controversy between printer and engraver, the one saying the plates

are bad, the other, that the fault lies in the presswork. If the subject is of sufficient importance it will be best to call in the services of an expert engraver of standing and reputation, who can decide between them. What is "make-up" and "make-ready?" Making up is preparing the type or electrotype forms and cuts for the press, so that the margins and register shall be right and that when the paper is folded the pages shall come in their proper order. Making-ready is arranging the forms on the press so that they shall print evenly on the paper and that no detail shall be lost in the printing of the cuts. In making-up, the forms are laid on the "imposing stone," a table with a stone top, and are arranged in a certain order according to the number of pages in the book and how they are to be folded. They are then locked up in frames or "chases," each form of 4, 8, 16, or more pages, exactly as they are to go on the press, and a proof is taken to see how it comes up. We now begin on the make-ready. As a rule, good type electros need but little make-ready, but halftones or fine woodcuts require altogether special attention. A halftone needs more care than any other kind of a cut, particularly if it be vignetted. The first proof will generally show that certain portions of each cut come out too strong and others too weak; so that the whole cut is too strong or too weak, which means that it is too close, or not close enough, to the paper, to give, with the proper inking, just the right pressure required to bring out all its details. The cut must be "underlaid," and perhaps "overlaid." Underlaying the cut is pasting under the block on which the cut is mounted, or under the cut itself, between it and the block, pieces of paper to correspond with those parts of the cut which need bringing up close to the paper, to get better inking or to get a heavier impression. After all possible details have been brought out by underlaying, a further step can be taken towards perfection by overlaying, which is done by pasting papers of varying thickness on the cylinder of the

press where they will increase the pressure on those parts of the cut that need bringing up or strengthening. Very fine woodcuts are sometimes underlaid and overlaid, to bring out their details, in the same way as halftones. In making-up, the pages are arranged in an oblong, or square, so that with two, three, four, or more foldings of the paper, they come in their proper order in the folded book. In doing the actual presswork of a book or catalogue, time being the principal cost, every possible saving is made by running as large a sheet as possible at a time. Thus in an eight page book it is often possible to run sixteen pages at a time, that is, both sides of the book on a double sheet, and then by turning the sheet around and reversing it to print the reverse side of the pages, in their proper position. In the case of a large edition of a small book it will pay to run two, four or more complete books at a time, by electrotyping the pages and making one large form of them. In such a case the printer has to put the cost of extra make-up, make-ready, and electrotyping, against the cost of presswork, and, of course, do it the cheapest way consistent with the best results. It is well to remember that the most careful work cannot be done when the sheet is very large. A certain irregularity in the register, a certain difficulty in giving the proper inking and impression to halftones, is often the price of it. Again, when running halftones, the best results, without any question, are obtained from the original cuts. Electrotypes of halftones never give as good results as the originals. For a very fine catalogue, of which a large edition is to be printed, it will pay to have duplicates made of the original halftone cuts. That is, to have two or more cuts made from the same negative and thus really run the whole catalogue from originals. The price of these duplicates, if ordered at the same time as the originals, should not be more than about two-thirds the price of the original. Good presswork requires constant care and watching. As a rule, the slower the rate of running, the better the

chance of getting good presswork. In long runs, the ink fills up the type and the cuts. The longer the run, the poorer the ink, the finer the cuts, the quicker the speed, the more of this filling up there will be. The only way to get good results is to stop the press and wash off the forms. The oftener this is done, the cleaner will be the presswork. But it is expensive. A cylinder press costs \$1.50 an hour running or idle. The quickest, easiest, simplest, worst, way to do, is to "let her go." If a printer, by the time he gets a job on the press, finds he has figured too low, he will sometimes do this to save himself. And all the grades of next-to-best printing, from fair to bad, are likely to ensue from it. The best way is not to pare too closely in figuring with the printer, for printers are only human after all.

A NEWSPAPER nowadays is judged largely by the advertisements it carries. When one sees advertisements whose lack of character is discernible in every line, it either concludes that the paper which carries them finds trouble in selling space, or that its subscribers are people who may not be particular as to methods of business, or over-scrupulous as to what they buy. Newspapers which reach worthy people are careful, and usually very careful as to the text of the advertisements they carry.

BUSINESS EXPRESSION ILLUSTRATED.



A FAST GOING CONCERN.

CO-OPERATIVE PAPERS.

From the reader's or advertiser's point of view there are no co-operative newspapers. The fact that the newspaper is co-operative is neither for nor against its quality or local standing. There are many good co-operative papers, many poor co-operative papers, and many good or bad home-print papers. The matter printed at the central offices and furnished to the country publisher is of the same kind that he would use if he set it, and is generally of a higher grade, because co-operative matter is edited by men of experience, and is better adapted to the public wants than the bulk of the miscellany appearing in the home-print paper. It has been claimed by those who do not know, and who have never studied the situation, that co-operative advertising is not local advertising and has not the same proportionate value as that set and printed by the local publisher. This ridiculous claim had its origin in the ignorance of the advertiser and in the low price of co-operative advertising. The advertisement in the co-operative part of the newspaper may be more prominent than that appearing in the local part, because there is less of it, and it is more surrounded by reading. To claim that co-operative advertising does not reach the local reader because it does not happen to be printed in the local part of the paper is as absurd as to assume that an advertisement pasted on the back of a magazine circulated in a town would not reach the people who buy the magazine. Assuming that the local columns are read more than the miscellany pages, this objection against co-operative advertising is fully met by the fact that the co-operative advertising page is never crowded; forcing each advertisement to be conspicuous and invariably to be next to or near to reading matter. It is true that co-operative matter appears in many publications at the same time, but that does not injure it, nor is it any the less fresh to the readers. It is no more co-operative than syndicate matter, and there is not a large daily in this country without syndicate news or

miscellany. Many of the great dailies exchange matrices and are as co-operative as the country newspaper. If the printing of co-operative matter lowers the tone of the publication, then no respectable daily could consistently become a member of an associated press. This is a day of duplication, of syndicate, and of labor and money saving co-operation. An advertisement in one thousand papers of a thousand circulation each is worth more than the same advertisement in five hundred papers of two thousand each, because all things being equal the smaller the circulation of the paper the more the advertising space is worth proportionately. This logic may seem illogical and demand explanation. A paper of two thousand circulation cannot be more than one influential organ, while two papers of a thousand circulation each may constitute two influential organs. A paper of small circulation depends upon a limited constituency, and if its circulation is very small its readers must be very loyal or it could not exist. It might not pay the average general advertiser to advertise in several thousand country newspapers, simply because the cost of attending to the matter might be more than the benefit derived from the advertising; and some advertisers could not afford to attend to these matters, even if the space were free. There are in the United States and Canada many thousands of country newspapers; most of them are co-operative, and have existed from five to a hundred years, and some of them have been read by several generations. These papers are near to the people's hearts, and close to the local pocketbook. These papers are read and re-read by country buyers; every one reaches a family or a buying individual. The readers of co-operative newspapers are people of permanency, the people of home, the people of constant buying. The readers of co-operative newspapers supply the world with everything the world has, and as a class they buy more in number of purchases and in aggregate value than any other two or three classes put together.—*Nathaniel Fowler, Jr.*

WHEN you buy a cow you are willing to pay more for the one that gives the most milk—it ought to be the same way with your advertising medium—*White's Sayings.*

THE pulling power of a newspaper is dependent upon the thoroughness with which it is read, the length of time its readers have been in the habit of reading it, and the confidence they place in its contents.—*Washington Star.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

A NO. 1 salesman or manager living in or around New York who wishes to give up the road east and better at home. For particulars, P. O. Box 18, Madison Square, N. Y.

BRIGHT YOUNG MAN to introduce the finest imitation diamond ever produced. Salary and commission. References. No idlers. Sample gem, 50c. BRAZILLO MFG. CO., Melrose, Mass.

WANTED—By reliable, exp., mature man, connection as Eastern rep. trade paper or mag., good corresp't, familiar with adv. getting and publishing details. ROGERS, 17 Spruce St., N. Y.

WANTED, BOOKS—"Science and Health, with Key to the Scriptures," by Mary Baker Glover (Kiddy). First to seventh editions. State price. G. MORTIMER MCCLINTOCK, 1114 Broad St., Newark, N. J.

PUBLISHERS desiring Eastern or Western advertising representation by an experienced man with large acquaintance and first-class references are invited to correspond with "SPECIAL REPRESENTATIVE," care Printers' Ink.

POSITION wanted as business manager, advertising manager or assistant by experienced newspaper man with large advertising acquaintance and excellent references. Am willing to locate anywhere. Address "IXL," Printers' Ink.

WANTED—Salesmen having established routes to sell new, up-to-date pocket novelty as a side line. Also men who have a knowledge of advertising to sell the best advertising novelty ever offered to advertisers. G. F. COATES CO., Uncasville, Conn.

ADVERTISING SOLICITORS.

A gentleman or sole solicitor of experience and good address, having a little spare time, can make profitable and pleasant arrangement for permanent income working in their home town. Address BUILDING NEWS, Evansville, Indiana.

WANTED—An experienced and capable ad-writer as assistant manager in literary department of a large pharmaceutical house, to devote sufficient time per day to exploitation of its own product exclusively, to profession, trade and public—medical man preferred. Address, with full particulars and previous experience, "CALAMUS," P. O. Box 567, New York City.

EXPERIENCE: 12 yrs. one firm, 2 yrs. assistant and 10 yrs. sole manager of large firm and office, correspondence, catalogues, advertising, brochures, etc., demanding high executive ability. Young married man.

References. Old employer and two of the largest ad agencies in the country. Can take a position anywhere after May 1. Let me send samples and references.

J. A. JOSEPH, Asheville, N. C.

HAPGOODS wants to hear from every live, energetic man who is anxious to better his position in the business world. The demand for high-grade, experienced, capable, trustworthy men is greater than the supply. We have many very desirable openings for Managers, Treasurers, Bookkeepers, Superintendents and Private Secretaries, and are particularly anxious to get in touch with first-class advertising men of all kinds. High-grade exclusively. Write for details.

HAPGOODS, 257 Broadway, N. Y.;
Monadnock Building, Chicago;
Pennsylvania Building, Philadelphia.

YOUNG MAN, experienced editor, advertising man and proofreader (non-union), desires situation on small daily or weekly paper; moderate salary. Address "R," care Printers' Ink.

ADVERTISING SOLICITOR—To an experienced solicitor I will give a half interest in an advertising proposition, sales of which in a very limited way last year amounted to \$10,000, with about two-thirds of its profit. Was operated as a side line by one who never was a solicitor, and now other business takes entire time. Customers are best concerns in every line, and all sold to date are well satisfied with results. To the right man in New York, or elsewhere, will furnish all funds necessary and give half the profits, under certain conditions, in exchange for half of solicitor's time. In your reply cover every detail I will want to know about you, references, experience, etc. Address "A. B. C.," care Printers' Ink.

HALF-TONES.

GOOD half-tone at a low price. STANDARD, 61 Ann St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

SIGNS.

QUANTITIES, cheap; big steel signs, paint-printed, last forever. Sam Hoke Sign Shops, 408 W. 29th St., N. Y.

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. KING, 160 William St., N. Y.

LETTERS.

LETTERS—All kinds received from newspaper advertising wanted and to let. What have you or what kind do you want? MEN OF LETTERS, 560 Broadway, New York.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN, 45 Beekman St., New York City.

ELECTROTYPING.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

COIN CARDS.

3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.
2 per 1,000—"Acme" the most practical coin mailer made. Costs no more than inferior ones. Send for sample. ACME COIN MAILER CO., Burlington, Iowa.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

A BRIGHT, finely cut steel nail file, in metal bound leather case. Sample if interested to advertisers with your ad on, 10c. 100, \$3.50, 1,000, \$30. J. C. KRYNEN, Owego, N. Y.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK.** There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 10 cents per line each insertion. Send along your advertisement.

BOOKS.

SHOTS, Saucy Little Book, 12c. postpaid. MONITOR PUB. CO., 212 E. 5th St., Cincinnati, O.

"HOW TO DO BUSINESS," or Secrets of Success in Retail Merchandising. Valuable to novice and merchant. Prepaid \$2; adv's outfit \$1. Prospectus free. JEFFN JACKSON, Chicago.

"THEORY and Practice of Advertising," first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. GEORGE W. WAGENSELLE, A. M., Author, Dept. F. 1, Middleburg, Pa.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads, 140 pages of space handy lines, catch phrases, selling arguments, etc. By mail, \$1. H. C. ROWLAND, Pub., Columbus, O.

ADVANCE orders for copies of "Leading Newspapers, Considered from the Standpoint of the Advertiser," second annual and totally revised edition, are now solicited. The price for the book is One Dollar (by wholesale \$50 a hundred), payable in advance. Address GEO. F. BOWELL & CO., 10 Spruce St., New York.

BUSINESS OPPORTUNITIES.

ADVERTISERS—I can place your adv. in any paper or magazine at the publisher's regular price, less 7 1/2 per cent discount for cash. Send name and address of the paper, together with the necessary cash, to

H. STREY, Plano, Ill.

BALTIMORE'S department stores enlarging whenever neighboring property can be secured. Baltimore will very advantageously support a few more live merchants similar to Stewart & Co., who have recently opened here. If you desire to secure a building site in this city without a cent cash, to build at your expense an up-to-date corner store, location superior to all, then communicate with me. No brokers nor middlemen need reply. All correspondence treated confidentially and returned if so desired. Address "OWNER," care Printers' Ink.

REMARKABLE OPENING. A controlling interest in a highly profitable weekly newspaper property, located in Ohio, can be bought by the right person at a reasonable figure. The paper is one of the largest in the State. It is paying its manager a good salary, and declaring big dividends besides. Has a perfect equipment, complete in every detail. Is an old established property, though equipment is thoroughly up-to-date. Has probably the largest advertising patronage enjoyed by any weekly newspaper in the State of Ohio.

It is located in an attractive small city of the most solid kind financially. Is the official paper of its county—published at the county seat. Surrounding country very rich and solid. One special advantage that the paper enjoys in an advertising way is worth alone a large sum in its business assets.

The gentleman owning the controlling interest has an opportunity to become one of the managers of a large concern, but cannot well retain his present work if he accepts. For this reason, he is willing to sell the control of his property. The price asked will be in the neighborhood of six thousand dollars, of which part may be arranged for time payments. Address

GEORGE M. PEPPER,

Figua, Ohio.

FINANCIAL.

"PRACTICAL Wall Street." A pamphlet for traders. Write for free copy to MALLETT & WYCKOFF, 10 Wall St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list of free copy to MALLETT & WYCKOFF, 10 Wall St., New York. Published annually, 31st issue now ready; free. S. F. MYERS CO., 42w, 43-50-52 Maiden Lane, N.Y.

FOR SALE.

PLATES for printing (glven mail order books. NATIONAL INSTITUTE, Glen Ellen, Cal.

WIRE NEWSPAPER FILES in good condition; will sell at a bargain. Address EDWARD McCULLOCH, 235 Water St., N. Y.

PERFECTING PRESS and Stereotype outfit for sale—4 or 8 pages, 7 or 8 columns, 7,000 per hour, for less than \$1,000.

"ENTERPRISE," Brockton, Mass.

FOR SALE—Goss Perfecting Press, 4 and 8 pages, 6, 7 or 8 columns, first-class condition. Complete stereotyping outfit, shafting, pulleys, etc. Price very low. Address "PRSS," care Printers' Ink.

FOR SALE—Cox Duplex Flat Bed Perfecting Press, latest Angle-Bar pattern, prints 4, 6 or 8 pages of six or seven columns, and 8, 10 or 16 pages of magazine size; used only a short time; first class in every respect, and can be had at a bargain as we are putting in a larger press. ARTHUR CAPPEL, Topeka, Kansas.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

N. Y. THEATER PROGRAMMES are an medium. For rates, etc., address ADOLPH STEIN, 108 Wooster St., N. Y. City.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

PLANT your ad in the POST. It reaches ten thousand readers among the wealthy agricultural class every week. 30 cents an inch, display; 5 cents a line, reading. POST, Middleburg, Pennsylvania.

\$10 will pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

IF interested in Mail-Order business you can't afford to not read THE WESTERN MONTHLY. Full of valuable information. 25c. year. Post-office receipts proving over 6,000 each issue.

Adv. rates 10c. line.

WESTERN MONTHLY, Kansas City, Mo.

THE LIVE STOCK REPORT, 16-page illustrated market and farm weekly, reaches 18,000 feeders, breeders and farmers. Rates: less than 100 lines, 7 cts.; 500 to 1,000 lines, 4 cts.; 1,000 to 2,000 lines, 5 cents; over 2,000 lines, 4 cts. It's cheap but it's good. For evidence, sample copy, etc., address THE LIVE STOCK REPORT, Union Stock Yards, Chicago.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADDRESSES AND ADDRESSING.

ARIZONA ADDRESSES for sale, strictly reliable, list just completed of Maricopa County, thickest populated part of Arizona. City and country included—Phoenix, Tempe, Mesa and other towns.
CHAS. A. STAUFFER, Phoenix, Arizona.

ADDRESSING MACHINES.

ADRESSING MACHINES—No type used in the Wallace Stencil Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by Printers' Ink, Butterick Pub. Co., and scores of others throughout the country; write us for terms and circulars. WALLACE & CO., 29 Murray St., N. Y. City.

ADVERTISEMENT CONSTRUCTORS.

BUSINESS LIFTER constructs advertising. Scofield Bldg., Cleveland, O.

WANT ads that pay! Write C. O'DONOVAN, 528 Division St., Fall River, Mass.

I WRITE ads that draw trade. Sample free. J. H. LARMORE, Westerville, Ohio.

ORIGINAL, goods-selling "Jingles" written. MARY E. THAYER, 8 Gallup St., Providence.

BUSINESS-BRINGING ads—samples for a quarter. JOHNSON, 46 Ky. Ave., Lexington, Ky.

ADOLLAR well spent and well sent, spells success for the advertiser. C. F. KARR of Plainfield, N. J.
JOHAN A. RHEA, Allegheny, Pa., writes live ads that "stick out." I want no pay till you are satisfied.

"ADS" full of snap, vim, vigor. Samples on request. A. F. DREYZKE, Advertiser, Wausau, Wis.

ADVERTISEMENTS, booklets, folders, written and printed. GEO. W. WAGENSELLER, Middleburg, Pennsylvania.

HENRY FERRIS, his [H] mark. 914-920 Drexel Building, Philadelphia. Newspaper, magazine and trade paper ads.

I WRITE ads that sell the goods—so patrons say. That's the kind you want, the only kind you can afford to buy. Send particulars. E. L. REID, Attica, Ind.

15 YEARS' active experience in writing, printing, illustrating and originating plans for advertising makes me confident I can serve you satisfactorily. A. B. MERRITT, Gd. Rapids, Mich.

MY work is worth paying for, because it gets business. I put brains into the things I write, and my client takes out the money. Why not consult me! ROSS D. BRENNER, 1300-02 Chestnut St., Philadelphia.

I T'S A HOBBY OF MINE to use small words, short, clean-cut, pointed. That's the way I write envelope slips, booklets, circular letters. Write. MILLEK GILBERT, 1836 N. 1st St., Philadelphia.

PROFITABLE advertising is the good, plain, convincing kind, full of force and to the point, designed to "stick out," and is seen and read wherever placed. It is the kind you want—it is the kind I write. C. B. OWEN, Hudson, Mich.

GRANTED—you want the services of an advertising man. But whose? Probably the services of the man who can show he has done plenty of good work for other business men. May I send my evidence? BENJAMIN SHERBOW, Advertiser, 1019-21 Market St., Philadelphia.

IMPROVED PRINTED MATTER, getting up new and taking designs and fresh and convincing copy is my work. Just starting fifth year. Doing better work every day. Booklets, folders, circulars and business stationery.

WALTER JAMES DRAPER, Fulton, N. Y.

VVOORHEES & COMPANY, Morton Building, New York City, can make many a "V" for you and save you many a "V" on

"YOUR ADVERTISING."

Write us on your business stationery for our interesting and handsome booklet, "HOW TO MAKE 'YOUR ADVERTISING' PAY."

I MAKE A SPECIALTY

I of preparing catalogues and form letters for manufacturers doing an export business, and by a system of order names and code words can greatly simplify the cable transactions. I should be glad to submit samples and suggestions. All kinds of advertising and designing.

C. B. PERKINS, 267 Atlantic Ave., Boston, Mass.

ADWRITERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium publisher, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

"SELLING MORE GOODS. Helping the salesman to sell them. Selling them without the aid of salesmen."

A booklet of mine treating of the all-important question of increasing sales. An experience of ten years as advertiser for large manufacturing and wholesale concerns qualifies me to speak on this subject from a strictly practical standpoint. Write for a copy, whether you are a manufacturer, wholesaler or retailer. It's free. EDMUND BARTLETT, Advertising Specialist, Am. Tract Bldg., New York.

WHAT IS A "JINGLE"? It is an easy, flowing verse—a metrical, musical, rhythmical stanza that "catches" the ear, and, through it, the mind. It is a pleasure to read a good jingle. It is a jar on the nerves to read a jingle that "jangles." Between diamonds and bits of window glass there is no greater difference than between good commercial verse with a point in every line, and the alleged "poetry" inflicted on advertisers to-day. I do only good work and I charge a good price for it. If you are looking for "bargains in brains" don't write to "JACK THE JINGLER," 10 Spruce St., N. Y. City.

EVERY publisher—every advertiser—should have:

100 Good Ads for a Grocery Store.
100 Good Ads for a Hardware Store.
Two books—\$1 each.

Brimful of good practical suggestions. A terse introductory talk—nearly 100 catchy sayings for showcards, ad headlines, etc.—and over 100 bright, forceful ads embracing everything sold in each of these stores, with suggestions for effective display. Sent to any address, postpaid, for one dollar a copy. BAIT PUBLISHING COMPANY, Toronto, Canada.

MAIL-ORDER ADVERTISING—Ads, booklets, follow-up letters THAT PAY. One man is writing 60 per cent of the successful mail order advertising of this country. He is Eugene Katz, of Chicago. Those who are about to embark in the mail-order business, those who are already in it and are not meeting with success, as well as those who need new advertising matter prepared, should write him. He is not the cheapest work, but the very best. Samples of his work for the leading successful medical, financial, agents and scheme advertisers can be seen in every principal daily, weekly, monthly and magazine in the U. S. and Great Britain. He plans, writes and guides the entire campaign. If you would rather pay a little more for the successful address EUGENE KATZ, Boyce Bldg., Chicago.

I HAVE NO TIME to waste on these two classes: On the man who does not make or sell really good things; and on the man who tries to sell really good things with "cheap" (and perforce "naughty") advertising stuff.

I do wish such people would not write to me, but they always have and doubtless always will. There are, I find, quite a number who, when it comes to purse building, prefer "silk" to "pork," and it is of such timber that I build new clients.

I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards; Newspaper, Magazine and Trade Journal Advertisements, etc.

I gladly send a lot of "Samples" of my "doings" in response to a letter with a seeming hint at business for me in it.

FRANCIS I. MAULE, 423 Sanson Street, Philadelphia.

HOLIDAYS IN RETAIL ADVERTISING.

The question of "something to say" becomes a real problem where a new ad must be written every day in the week, especially where the business does not furnish its own daily news interest in sales, arrival of fresh goods, and the



❖ Why is "Semi-ready" like St. Patrick?

❖ Both rid the land of long standing evils—good rid-dance.

❖ Anyone or anything that solves big problems cannot be too well remembered.

❖ Here's to good old Saint Pat! May his memory ever be green.

❖ "Semi-ready" stands for the new finish-to-order, quick-delivery, money-back methods in clothes for men, as against slow-coach "made-to-measure" and mediocre "ready-mades."

"SEMI-READY" WARDROBE
Broadway & Eleventh St.

A. J. KELLEY COMPANY
Costumers for New York

like. Even with a continual supply of live store news the daily ad is usually better for an occasional reference to something not strictly "shop." The Semi-ready ad herewith reproduced turns a good advertising point on St. Patrick's Day, and indicates a method of taking advantage of holidays. Read-

ers who see such an ad are likely to receive the impression that a store which keeps track of the holidays so closely is also alert in keeping up to date in goods and prices. There are only a few holidays, however. The list of those generally observed throughout the country is exhausted when one has mentioned New Year's day, Franklin's birthday (Jan. 28), Lincoln's birthday (Feb. 12), St. Valentine's Day (Feb. 14), Washington's birthday (Feb. 22), St. Patrick's Day (March 17), Good Friday, Easter, Decoration Day, Fourth of July, Labor Day, Election Day, Thanksgiving and Christmas. There are other feasts and holidays observed in certain sections. In the South there are the Battle of New Orleans (Jan. 8), General Lee's birthday (Jan. 19), New Orleans Mardi-Gras (February or March of each year), Anniversary of Texan Independence (March 2), Confederate Memorial Day (April 26 in Mississippi, Alabama, Georgia and Florida, May 10 in North and South Carolina, second Friday in May in Tennessee), Jefferson Davis's birthday (June 3). Massachusetts observes Patriots' Day (April 19). Pioneers' Day (July 24) is a holiday in Utah. In Vermont the Battle of Bennington (Aug. 16) is generally observed. Some of these events could be made the topics of ads outside their own sections. It would be rather a pretty thing to call attention to Confederate Memorial Day in Northern States, for example. Besides these, there are the birthdays of great authors, artists, musicians, statesmen, soldiers, patriots and celebrities generally. The birthdays of Shakespeare, Milton, Beethoven, Wagner, Michael Angelo, Rembrandt, Napoleon, Frederick the Great and other great men whose names are known everywhere could be utilized, and it would not be bad policy to observe the birthdays of living rulers, as King Edward, Emperor Wilhelm and the President of France. Robert Burns' birthday (Jan. 25) will not be overlooked by the advertiser who would stand well with Scotch patrons. Such attention will make friends among the foreign-born elements in the community without antagonizing factions. Search of a good biographical dictionary will reveal ample material, and it is quite possible to run a series of ads in which each day is distinguished by some such event, commemorated in a brief paragraph. Perhaps portraits could be used for illustrations. As an educational feature such ads would command attention from school children, while every person of intelligence would soon fall into the habit of reading the ad daily for this interesting feature. The feature need occupy but a few lines of space. Where space in dailies is out of the question the feature can be worked up into daily window cards, with portraits. After a week or two for the public to grasp the idea such a window would attract attention regularly, even in the crowded business districts of New York City.

WHAT is the use of wasting time over unknown articles when those that are advertised are sought after by the purchasing public? Quick sales and pleased patrons are the ambition of every merchant.—*Progressive Advertiser.*

**THE ADVERTISING VALUE OF
BEING AT THE TOP.**

The Waldorf-Astoria hotel is its own advertisement. Everybody in the United States who reads newspapers has heard of it. John Wanamaker pays for lots of advertising, but it is probable that he gets for nothing more than he gets for pay. There is money in doing things better and on a larger scale than others, because the fact is in itself an advertisement of the very best sort.

Last month the *Journal* went out of its way to mention an advertising effort of a not very large and a somewhat out-of-the-way New York drug store. A description of the store, of its proprietor, and of the advertising done by the latter makes the leading article in the leading journal on advertising—**PRINTERS' INK**—for February 4th.

Hundreds, perhaps thousands, of druggists do good advertising. Bendiner & Schlesinger, by doing better advertising, got a whole lot of free publicity. It may not do them as much good throughout the country at large as free publicity does the Waldorf-Astoria and John Wanamaker, but it does them some good, especially near home. The druggist who so far eclipses his competitors in the character or extent of his advertising as to get his business generally and favorably talked about gets more advertising and better advertising than he pays for. The smaller the community to be appealed to, the easier it is to take the leading place.—*Southern Drug Journal*.

It is no trick at all to determine the effect you wish your advertising to produce, but to know what kind of an advertising cause will produce this desired effect is where the rub comes in. To the man who understands it, the solution is certainty; to the man who doesn't but thinks he does it's gambling, out and out.—*Jed Scarborough*.

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AGENCY, Montreal.

DOUBLE YOUR SALARY.

Learn to write good English. Prospectus describing new system of acquiring proficiency in English composition on request. Address
E. M. KEATOR, 1204 Dean St., Brooklyn.

New York Dramatic Mirror

101 W. 42d St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.



**ILLUSTRATE
Your Ads.**

Our cut catalog (sixth edition) represents the best collection of half-tone and line cuts for advertising and illustrating purposes in the world. Price postpaid 50c. (refunded). Spauls Publishing Company, 90 Sudbury Street, Boston.

**Adwriting
Taught Practically**

If you want to become a practical advertising man—not a mere theorist—write to me for particulars of my course of instruction.

WOLSTAN DIXEY,

136 Fifth Ave., New York.

TEN MILLION

Cascaret Boxes and fifty-nine million other boxes was our last year's output.

Those who know, say the best boxes, lowest prices and most prompt shipments are obtained from the largest maker of Tin Boxes outside of the Trust, which is the

**AMERICAN
STOPPER CO.,**
161 Water St., Brooklyn.

Geo. P. Rowell & Co.,

ADVERTISING AGENTS.

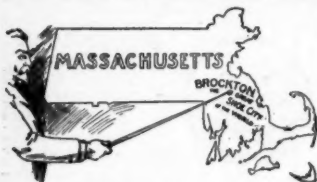
Writing, Printing, Placing and Illustrating
of Advertisements.

Taking Care of all Mechanical and Technical
Details Without Extra Cost to Advertisers.

10 Spruce St., - - - - - New York.

A GREAT MANUFACTURERS' FAIR

will be held in July and August at
OLD ORCHARD BEACH, MAINE,
just when the season reaches its height.
Most valuable advertising opportunities
are now offered. For particulars write to
J. M. RYAN, Old Orchard Beach, Me.



The Brockton Enterprise is a good newspaper,
used and appreciated by large general adver-
tisers. Published daily except Sundays and Holi-
days. Flat ad rates, 25 cents per inch per day
next reading. 40 cents full position. Established
1880. 12 to 24 pages. April circulation 9,000 copies
per day. 3-cent paper, carries 6 to 8 columns of
want ads.

== 75c. ==

NEWSPAPER HALF-TONES



The above is a sample of our 75c. newspaper Half-Tones. Special prices on larger sizes.

Cuts delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO.,
517 Tate St., Knoxville, Tenn.

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish
newspaper, therefore the BEST advertis-
ing medium.

The Volksadvocat Weekly.

The only weekly promoting light and
knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

In a Class By Itself.

That's the position occupied

BY

The German Daily Gazette

At least 50,000 Germans
read it daily and read no other,
because they cannot master
the English language.

Advertising rates on appli-
cation.

**The Philadelphia
German Gazette.**

924 Arch Street.

WHEN

a strong Republican two-cent
evening paper like

The Jersey City Evening Journal

has far the largest circulation
in a Democratic stronghold
that means something that
shrewd advertisers appreciate.

DAILY AVERAGE CIRCULATION

1899—14,486. 1900—15,106.

1901—15,891. 1902—17,532.

1903—18,460

**A HOME, Not a Street
Circulation.**

OUR EXCLUSIVE FIELD,

Southeastern Pennsylvania

100,000 INHABITANTS,

in one of the richest and most prosperous sections of the Keystone State.

1,000 Industrial Establishments
employing 20,000 employees,
whose aggregate wages exceed
\$9,000,000 in a single year.

THE

Chester Times,

has more than twice the circulation
of any other Chester daily and
covers this field thoroughly. Write
for rates and other information.

CHESTER TIMES,

WALLACE & SPROUL, . . . Pubs.
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,
New York Representative.

A Phenomenal Journalistic Success

The Salt Lake Telegram.

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of
any daily published in Utah, Idaho, Nevada and
Wyoming. To reach those States, you should ad-
vertise in THE SALT LAKE TELEGRAM.

J. C. BECKWITH SPECIAL AGENCY.

Tribune Building, - - New York.

H. M. FORD, 112 DEARBORN STREET, CHICAGO.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Make up your mind to make this one of the most profitable summers in the history of your business, and then do something to make it so. Everything points to a prosperous season, and if you back good advertising with goods and prices that will compare favorably with the offerings of competitors you're pretty sure to get the business. Having the best goods and the honest prices will be of small use to you if nobody knows of it—the greater the number who know, the greater your chance for profits. Don't try to get along without advertising, but see that you have something to advertise before you begin, something that you can enthuse about, and you'll have no difficulty in imparting your enthusiasm to others.

By Presson, the Farmington, Me., Optician.

The Saving of Human Energy

has a direct and important bearing on the eyesight. If eyes are naturally weak, or if business or profession requires the constant use of the eyes, they are apt to get tired and weaker. Where glasses, properly fitted, are of benefit, they should be resorted to promptly and without quibbling. An examination of the eyes, a minute test of the strength of their vision and muscles, will tell beyond a doubt what the trouble is now or will likely develop into in the future. Don't procrastinate, have your eyes properly examined and taken care of. Call any day.

Mighty Good for a little One.

Saving Up?

—maybe to buy a home—or just to put yourself on "easy street?"—No matter, this strong bank will be a big help—its absolute safety to protect—and the 4 per cent annual interest it pays to "boost" your savings account. Germania Savings Bank, Wood and Diamond streets.

By Presson, the Farmington, Me., Optician.

Too Late!

"Too late"—it's often a fateful and always a sad, terribly sad expression. It generally applies to a case of wasted human happiness which might have been easily avoided, had foresight or prudence prevailed. "Too late" applies often to the care or rather want of care of health, and when the breakdown finally comes nothing remains but the melancholy sound of the two words.

"Too late," said a great oculist to a great merchant who had, through incessant toil, destroyed his eyesight. The eyes are tender, sensitive organs. They must be taken care of when care is needed—and not "too late." Call any day.

This will do Very Well.

Health Insurance For Horses

How many horses have you? How much does each horse earn per day? How many days in the year is each horse sick? Can you afford to stand this loss? We guarantee to minimize the number of days the horse is sick. No man can absolutely guard against contagion or carelessness to exposure, but we can so build up the horse's system that it will be able to resist the attacks of disease. Salt is the essence of the life of the blood. Every animal needs it. We give it in our Blue Grass Medicated Salts.

Salt is its base and the flavor. We have a few harmless remedies which regulate the bowels and keep the pores open, purify the blood, and tone up the system generally, making the organs perform their functions perfectly so that the system can readily resist disease. Write for free booklet—the diseases of the horse and their treatment. Trial package of Blue Grass Salts sent on application.

This is Good Enough.

A Spring Suit In Your Eye?

Let us talk it over. The tailor charges you about double what you will pay here for a stylish Spring suit.

The same quality of fabric, the same correctness of style, the same workmanship are here in the ready-to-wear suits—and are yours at actual worth.

There's the smartness and exclusiveness about the new Spring suits that the tailor-made man will admire—and buy. How much more satisfactory to the suit-buyer to slip into the clothes to see how they look on him? No waiting for the tailor.

Spring suits and overcoats are ready when you are, at Meigs' Corner.

By Presson (Farmington, Me.) and It's a Good One.

A Mere Spectacle Vender

is not an optician. He is a particularly dangerous quack. He should be even more fully shunned than the empiric in medicine. There is many a quack who may ease your rheumatism. But there is not one chance in a hundred that the spectacles bought from a peddler will help your eyesight. There are a hundred chances in a hundred that they will hurt your eyes—hurt them seriously too. They magnify of course, but that may be a curse instead of a benefit. It is more important that glasses fit your vision than to have clothes fit your form. Think it over.

A Good Ad and This is a Good Time to Print it.

Putting Bricks And Castings

in stoves is an easy thing if you have a little stove knowledge and considerable patience. If you are lacking in either it will pay you to let us send a man to do it for you—he can often repair some, weak part that you would not notice and add much in the life of the stove. We have a large variety of linings and castings for stoves, stove cements and fixtures. If the stove needs repairs drop us a card and we will attend to it.

Good for a Jeweler.

Bargains in Chains

That's a rather paradoxical way of announcing that we have an overstock of chains that we are intending to "let go" at bargain prices, but there are no chains on these bargains—not even a "string" except with the guarantee of satisfaction or money back.

Our regular prices are based upon the cost to us at the factory, and at the reduced prices we count that you will not be paying more than one-half the average jeweler's prices.

For a Book and Newsdealer.

Watch Our News Counter

The leading magazines and periodicals find their way to it as soon as issued.

A flood of information and entertainment flows over it daily.

What's your fad? Fashions, dogs, poultry, machinery, horses, science, art, music—or what?

The best publications on every subject can be had here.

Subscriptions for all magazines and papers taken by us as usual.

Good time to subscribe for the *Chautauquan*.

A big dollar's worth—the *Delineator* or *Ladies' Home Journal*.

For Shoe Paste.

This is too good to keep. A lady came in some time ago for a pair of low-priced shoes, just to tide over till summer and Oxfords. We fitted her in a \$2 shoe then asked if we might polish up her old shoes with patent leather paste—just to show her what a good thing it was.

The paste worked like magic as usual. The old shoes shone like a mirror and looked so downright respectable that the lady wisely concluded she could make them serve till June with the aid of a box of paste, which we sold her for 10c.

Good joke on us—and yet we weren't half sorry. We'd like everybody to know about patent leather paste—the softest, smoothest, cleanest dressing for any black leather. Everybody likes it that tries it. Come down and let us polish up your shoes. We'll convert you.

NOTES.

FROM Albert J. West, Barristers' Hall, Boston, comes a small folder describing Park Island, a summer resort in Boston harbor.

SEED catalogues from J. A. Everitt, Indianapolis, and the Plant Seed Co., St. Louis, are as tasteful as it is possible to make large catalogues for indiscriminate mailing.

A NEAT brochure from the Osborne Company, 277 Broadway, New York, shows late calendar designs and contains convincing matter regarding the products of this well-known concern.

A NEAT folder of advertising information comes from the Press, Cleveland, Ohio. This daily claims to have published more want advertisements during the past year than any other newspaper in Ohio, the aggregate being more than 900,000 lines.

THE publishers of *Frank Leslie's Popular Monthly* announce that William Morrow, formerly circulation manager of *McClure's Magazine*, now assumes a similar position with *Leslie's Monthly* as assistant secretary of the Frank Leslie publishing house.

"How Things Grow in California" is the story of a year's progress of the *Times*, Los Angeles, told in a circulation statement for 1902. During this period the daily issue averaged 31,251, with a Sunday average of 45,447, according to this showing.

BEGINNING with the March number of *Current Literature* that monthly includes the Boston publication, *Current History*, and will be represented in its pages by a department of the world's news for each month. The publishers of *Current Literature* say that the Boston publication has a large list of subscribers.

A RATE card issued by the *Daily Tribune*, Greensburg, Pa., is evidently designed in conformity with the specifications recently laid down in *PRINTERS' INK* for a uniform rate card, but while containing most of the information specified, it is of an odd size, and would hardly appear to advantage in a card filing system where cards 3x5 or 4x6 inches were used.

A FOLDER issued by the Kansas City *Star* contains circulation statements for the month of January, and shows a daily average of 107,702 for the *Evening Star*, 75,175 for the *Morning Times*, 109,334 for the *Sunday Star* and 214,227 for the *Weekly Star*. This company is now building a paper mill, the entire daily product of forty tons of which will be used for its various publications.

CHICAGO is to have a new religious non-sectarian weekly newspaper to be called *Christendom*. As claimed, its scope will not be limited to any country. Its editor is to be Shailer Mathews, dean of the University of Chicago Divinity School, and he will be assisted by Dr. Frank W. Gunsaulus, Dr. William Douglas Mackenzie, Professor Charles M. Stuart, Professor H. L. Willett, and others.

"LEADING NEWSPAPERS," a brochure by the editor of *PRINTERS' INK*, is a compilation of statistics regarding the best newspapers of the country considered from the standpoint of an advertiser. The leading papers in the different States are given, together with their circulation, and the States are discussed as fields for advertising. If an advertiser desires to reach the people of any given State, he has only to consult this little book and he has it in a nutshell. The various classes of papers, as the religious press, agricultural, trade and foreign newspapers are all treated.—*Millinocket, Me., Journal*.

THE Space Club, which was organized in Chicago last autumn, held its first annual dinner January 24. The members are representatives of trade journals. M. C. Robbins, *Engineering News*, is president, and L. B. Sherman, *Railroad Gazette*, secretary. The members are as follows: H. B. Abbott, *Street Railway Journal*; E. H. Baumgartner, *Construction News*; R. A. Bagnell, *Pocket List of Railroad Officials*; B. V. Crandall, *Master Mechanic*; W. A. Douglass, *Iron Age*; F. J. Frank, *Mines and Minerals*; L. A. Greene, *American Electrician*; J. W. Holman, *Engineering and Mining Journal*; W. E. Magraw, *Official Railway List*; C. R. Mills, *Railway Age*; S. S. Reckefus, *Manufacturers' Record*; J. N. Reynolds, *Railway Age*; H. H. Roberts, *Iron Age*; W. R. Wallis, *American Machinist*.

THROUGH error the term "imitation photogravures" was applied to the series of pictures now being used as circulation auxiliaries by the New York *Mail and Express* and other prominent dailies throughout the country, and which were described in *PRINTERS' INK* of December 17. Mr. Horace Townsend, who is advertising this series, calls attention to the fact that these are the first real photogravures that have ever been produced at popular prices. Photogravures are printed from intaglio or sunken plates, while imitation photogravures are made from halftones. The chief item of expense in the production of photogravures is said to be the printing, and the English concern which makes this series controls a secret process whereby cost of production is reduced to a point that has heretofore been thought impossible.

AN experimental parcels post is to be put into operation between Washington and Philadelphia or some nearby city if an amendment to the postoffice appropriation bill recently introduced in the Senate is passed. One hundred thousand dollars is appropriated for the purpose, according to the New York *Times*, and the weight of parcels is to be limited to eleven pounds, the charge for carriage not to exceed six cents for one pound and two cents additional for each extra pound up to and including eleven pounds. Under this schedule of charges a package weighing eleven pounds would cost twenty-six cents. The amendment also provides for the immediate delivery of packages to the addressee, for which special service an additional charge may be made, not to exceed one-half of the charge for postage on the parcel.



"TRUMPS"

If you play to win, these are the cards you must play to win. Every mail-order house that is or ever has been a winner has used the papers of

THE VICKERY & HILL LIST and THE AMERICAN WOMAN

(ESTABLISHED 29 YEARS).

The oldest and most popular family papers published, reaching the homes of people in country towns and villages who subscribe and *pay in advance* for them year after year. Acknowledged to have

The Largest Paid-in-Advance Circulation in the World.

SEND FOR SPECIMEN COPIES AND RATES.

THE VICKERY & HILL PUB. CO., Augusta, Me.

E. H. BROWN,
Boyce Bldg., Chicago.

C. D. COLMAN,
Temple Court, New York City.

Sworn statement of circulation on file with Geo. P. Rowell & Co.

NOTES.

A NEAT catalogue of spring and summer styles in Hanover \$2.50 shoes comes from the makers, Sheppard & Myers, Hanover, Pa.

THE *Herald*, Bayonne, N. J., sends out a booklet which is not conspicuous for good printing, but contains some pertinent facts about that paper and its field.

"THE Campbells are Comin'" is the title of a fine booklet from the Campbell Printers, Chicago. The color scheme and typography are unique and tasteful, while the arguments are based upon the soundest sense.

"THE Head of the Corner" is a neatly designed booklet commemorating the laying of the corner stone of a new Y. M. C. A. building at Little Rock, Ark. It bears the imprint of the Arkansas Democrat Co., that city.

THE Randall Printing Company, St. Paul, Minn., submits some tasteful specimens of commercial printing, among which are a forceful folder dealing with facilities and personnel of the company and a dainty embossed announcement for Schuneman & Evans, millinery, St. Paul.

THE chief points of excellence in Semi-ready clothes for men, handled in New York by the A. J. Kelly Co., Broadway and Eleventh street, are set forth in a clever folder modeled on the Declaration of Independence, done in one of the Cheltenham Press combinations of black and red.

C. H. MURRAY, the press agent of Luna Park, a new Coney Island attraction, sends out an attractive batch of matter and illustrations designed for use by Sunday editors. Luna Park is a sort of midway containing about twenty separate exhibitions, and one of the chief buildings will be a Bureau of Publicity where newspaper men will be entertained.

THE American people have ceased to be a people of a book and have become a people of the newspapers. The book does not count for so much as it did years ago. The monthly magazine does not count for more, certainly, but the daily newspaper does count for very much more. Everybody reads it.—Charles F. Twining, President of Western Reserve University.

"I WILL a round, unvarnished tale deliver" is the text of a booklet sent out by the Southern Pacific passenger department, containing fourteen magnificent views of the big trees of California, which tell their own story more forcefully than words. Only a line or two of text accompanies the pictures, though there is a preliminary talk upon ways of reaching California.

FROM the Cleveland Pneumatic Tool Company, Cleveland, Ohio, comes a handsomely printed sixty page catalogue of pneumatic hammers, drills, hoists, painting machines, riveters and similar apparatus, each illustrated with half-tones that show methods of operating. The pictures are commendable for their element of the human. Corday & Gross, Cleveland, did the printing.

A SPRIGHTLY little four-page paper called *Thrift* is issued in place of the usual statement by the First National Exchange Bank and Peoples' Savings and Loan Association, Sidney, Ohio. The first issue contains an article on savings societies in their relation to their community, an editorial on thrift, some bright aphorisms and a number of sound arguments for these two institutions. Such an organ should be a valuable piece of financial advertising.

THE advertising crusade against alcohol which was begun some time ago in France is producing results, as all good advertising should. According to the New York *Herald* the Anti Alcoholic Society recently put out through Paris a large poster, on official white paper, declaring alcohol to be a poison, and patent appetizers to be still worse. This was signed by the Prefect of the Seine, and the director of the municipal hospital of the charity departments. Cafe proprietors and liquor sellers of all kinds were seriously alarmed, and their trade corporations will shortly reply with twenty-five thousand posters, declaring alcohol to be not a poison, quoting the article in which the Director of the Pasteur Institute says, "Use it, but don't abuse it," and also statistics regarding the amount of alcohol, rum and wine used in the Paris hospitals.

A DAINTY little volume of 200 pages, neatly bound in cloth, comes to us from Geo. P. Rowell & Co., New York City. It is entitled "Leading Newspapers," and contains the names of all publications with known circulation. The book should prove valuable to any advertiser desiring to reach any given class of people, as the book has every class of papers grouped. On page 158, under publications devoted to Carriages and Motor Vehicles, we find the *Blacksmith and Wheelwright* and *Varnish*, are the only two papers in the East accorded a rating of 4,000 copies or over. As this book is compiled from the American Newspaper Directory, which spares neither trouble nor expense in securing facts regarding the actual circulation of newspapers and periodicals, we feel gratified to see this recognition of *Varnish* as among the leaders, in point of circulation.—*Varnish*, Philadelphia, Feb. 1903.

A CIRCULATING library of the latest novels is used as a store attraction by Mr. E. Meiselbar, 17 Kedzie avenue, Chicago, according to the *Dry Goods Reporter*. Although Chicago has a public library with many branch stations, there is always a great demand for the newest books, and readers must wait their turn. Mr. Meiselbar puts the novels in demand at the disposal of his customers immediately upon publication, charging three cents per day or sixty cents per month. At this rate the original cost of the volumes is soon regained, and when demand falls off they are sold at low prices. Profit is made on practically all volumes, while a catalogue of the library's contents makes a profit on advertising carried for neighboring merchants. A book and magazine department is part of this store's general stock, and gains by the feature, while people attracted by the service purchase many other articles.

The Farmers' Sentinel

is neither a "class" periodical like its excellent contemporary, *Hoard's Dairyman*, nor yet a "trade" paper like its esteemed contemporary *The Wisconsin Agriculturist*. It is a *farm* paper, alertly guarding, as its name implies, the interests of the farmer as a *business man*, of his wife as a *housekeeper*, and of their children as wide-awake *young Americans*. Accordingly, while its contents are varied, they are all concentrated upon the *Rural Home* as the real aim and end of farm life. Its agricultural information is *practical* rather than technical; its domestic intelligence *useful* rather than theoretical—all of it intelligible as well as intelligent, interesting and attractive. It is an indispensable publication for the *all 'round farmer*, such as practically all Wisconsin farmers are. For, though they may cultivate specialties like (dairying or tobacco raising, for instance,) yet their general aim is to get a complete living *on*, rather than a temporary one *out of* their farms. Wisconsin farmers are not make-shift farmers, mere rural land speculators, to whom farming is a distasteful occupation. They *live well*, and prospering, their children are content to *stay on the farm* themselves to *become farmers*. To reach the conservative thrift and progressive intelligence of Wisconsin's *farm homes* profitably, i. e., both comprehensively and economically, advertisers must use

The Farmers' Sentinel

MILWAUKEE, WIS.

WILLIAMS & LAWRENCE

Tribune Bldg., New York

HARRY B. FRALICK

U. S. Express Bldg., Chic.

NOTES.

AN interesting little book from Swift & Company, the Chicago packers, contains statistics regarding the volume of this corporation's business during 1902, as well as halftone reproductions of products and other matter. In the past year 9,339,792 cattle, sheep and hogs were purchased, and the total distributive sales for the same period exceeded \$200,000,000, or 97,067 carloads of products.

THE only daily newspaper in the world that publishes dispatches transmitted by wireless telegraphy was recently established on Santa Catalina Island, near Los Angeles, Cal. It is called the *Wireless*, and is a baby of the Los Angeles Times. It is published at a town called Avalon for the benefit of the people of the island, who, previous to the installation of a wireless telegraph service, were cut off from the mainland save by steamer and carrier pigeon, the latter being of little practical service to the islanders. The installation of a system of wireless telegraphy was accomplished by the Pacific Wireless Telegraph Company some months ago. Many messages, mostly private, have been flashed back and forth since the opening of the "line," but the people on the island had no means of benefiting by the service so long as there was no medium for presenting the news to them after transmission to the "Enchanted Isle." It was to fill this "long-felt want" that *Wireless* was called into being.

THE following talk against unsafe investments is rather a new line of advertising argument for a savings bank. It is condensed from a folder entitled "Some Remarks About Silly People," written by Mr. Charles O'Connor Hennessy, of the Franklin Society, 34 Park Row, New York: There are several kinds of silly persons. One kind is suggested by the man who wants to get rich in a hurry, and who puts his savings into any sort of a scheme that is well advertised or that has a clever agent to talk for it, if only big profits are promised. I have known some men of this kind who have withdrawn hard earned money from good savings institutions, to invest in some concern of big promise and a high sounding name, whose only recommendation was a bait of ten or twelve or sixteen, or some other impossible percentage of earnings. It was no use to warn these people that no honestly managed concern doing a conservative savings and loan business could perform any such promises, and that five per cent was the most that any prudent man ought to expect from any but speculative investments. Advice was all to no purpose. The silly man, like the mule, is often a stubborn creature, and so he would go after the big profits and the result has been in many cases loss and suffering that the exercise of a little common sense might have avoided. The State of New York has not only scores but hundreds of good savings institutions of the local co-operative building-loan kind, and also dozens of good savings banks, so that there can be no excuse save stupidity or cupidity for the man who will risk his savings in one of the really few (not

a dozen in the whole State) shady concerns of big promise, whose methods have been condemned by the Superintendent of Banks. No man who has ever held that high office has shown himself to be so true a friend of the saver and home-seeker as the present head of the Banking Department of the State, whose strict examination and supervision of co-operative associations has erred, if at all, in the direction of prudence and conservatism. And yet he was able in his Report to the Legislature for 1901 to say conscientiously of nearly 300 local co-operative savings associations of the State: "Few realize the vast amount of good that has been accomplished by these organizations. The scandals and failures are blazoned abroad in large letters in all the newspapers of the State, while their successes are only known in quiet homes, where prosperous wage-earners are enjoying the fruit of their own industry and thrift, and are seldom discussed outside of the immediate neighborhoods of well-conducted associations, or in the meetings of the various leagues formed to promote their interests and protect their rights." Bank Superintendent Kilburn has apparently found it to be his duty, in the interest of the public and of the great majority of honestly managed savings institutions, to reform, or (where reform was impossible) to drive out of business the concerns that are abusing the good name and fame of co-operative financing, and he has succeeded in weeding out all but a few. He truly says in his Annual Report, just made (January, 1903): "The work of correcting abuses and of closing ill-managed institutions, which has been considerable during the past few years, must necessarily have excited some apprehension and distrust on the part of members of nearly all associations, though groundlessly in most cases. The condition of the great majority of the building and loan associations of the State is very satisfactory, and fully demonstrates the wisdom of recent legislation. The premium or interest in excess of the legal rate is being abolished or reduced according to the demand for money in different localities. Less effort is being made to declare excessive dividends, and greater attention is being paid to the safety of the capital invested. This tendency is a welcome one and augurs well for the future." There is another kind of foolish man that is worth a word or two—and that is the man who is a member of some good building-loan association or savings bank and who gets scared out of his wits and wants his money in a hurry when he hears that the Banking Department or the Supreme Court is closing up one of the few remaining dangerous concerns that has been living for years off the other kind of silly man by feeding him on promises of enormous profits. It ought to be plain to any but a very simple person that it is unjust to put either blame or responsibility on the great majority of the conservatively managed associations that have honestly lived up to their promises and obligations for the sins and short-comings of the few black sheep who have existed by promising the impossible to a gullible public, and who sooner or later, where bound to meet the fate of failure.

My Salesmen

ASHLAND, Ky., April 30, 1903.

Printers Ink Jonson, New York, N. Y.

DEAR SIR—Please find inclosed draft for \$5.00, for which kindly send me tubes of Bismarck Brown, Violet, Purple Type-writer, Green, Engravers' Black and Bright Red. We have no price list or catalogue and will ask you to use your own good judgment as to the assortment, etc. *We send you this trial order on the recommendation of Mr. Valle Herald, of the "Times," Portsmouth, Ohio, who says your ink is the best made, regardless of price.* Very truly,

ASHLAND INDEPENDENT PUBLISHING CO.,

G. F. FRIEL, President.

My customers and my advertisements have been my only means of selling for the nine years I have been in the ink business, and I doubt if I could hire agents in any part of the world who could produce as good results.

A word of praise from one printer to another carries more weight than all the arguments ever put up by the most slick-tongued salesmen.

My inks are guaranteed to be the best that money can buy, and when not found as represented, the cash is refunded and the transportation charges paid. The only risk incurred is trusting me with the money in advance.

Send for my new price list containing valuable suggestions to overcome difficulties in the press room.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street,

New York.

CLIPPED AND PASTED.

VON QUIZZ—What does your friend write? Verse? Novels? Tragedies?
H. Kashe—Great Scott, what do you take him for? An amateur? No, Sir! He writes advertisements, of course!—*New Orleans Times-Democrat*.

"I've got a story," said the new reporter, "about a thief who pretended to be a lodger in a hotel and so gained access to the other guests' rooms, where he gathered in all the loose money he could and—" "Head it 'False Roomer Gains Currency,'" suggested the snake editor.—*Philadelphia Press*.

AN Arkansas printer, in making up the forms in a hurry the other day, got a marriage and a grocer's advertisement mixed up so that it read as follows: "John Brown and Ida Gray were united in the holy sauerkraut by the quart or barrel. Mr. Brown is a well-known young cod fish at 10 cents per pound, while the bride, Miss Gray, has some nice pigs' feet which will be sold cheaper than any in town."—*The Lyre*.

HENRY IRVING, the famous actor, whose face has, through advertisement and illustration, become familiar to many people in England, was one day at a seaside resort, when he noticed a little girl looking at him fixedly. "Well, my dear," said he, "do you know who I am?" "Yes, sir," was the shy answer. "Well, who am I, then?" "You are one of Beecham's pills." And indeed his face had figured in an advertisement of the nostrum.—*Ram's Horn*.

HE didn't have a dollar; he didn't have a dime. His clothes and shoes were looking just as though they'd served their time. He didn't try to kill himself to dodge misfortunes whacks. Instead, he got some ashes and he filled five dozen sacks. Then, next he begged a dollar. In the paper in the morn he advertised tin polish that would put the sun to scorn. He kept on advertising, and, just now, suffice to say, he's out in California at his cottage on the bay.—*The Lyre*.

A MOTHERLY man, who was contemplating matrimony, sent in the following reply to an advertisement he saw in a matrimonial paper: "I inclose my photograph, with my full description. It shows the fetures as nachel as can bee only it is to dark. I am very lite complexion, gray eyes, orbon hair, 6 feet high, waigh 190 pounds, lettie inclined to bee hump shouldered. The girl that steels my hart I will make happy for I am hunting a girl that I can idelise and make a angel of."—*Kansas City Star*.

"Our social system is all wrong!" exclaimed the frenzied orator. "Our social system is all wrong, and something must be did!"

A man in the rear of the hall walked quickly up the aisle.

"I have a suggestion," he remarked. "The brother has a suggestion!" shrieked the orator. "Let us listen to the words of the brother!"

And the brother passed up a card, which read:

When your system is wrong take Blinkum's Tonic. It cleanses the system!—*Baltimore News*.

"PANTS pressed, five cents a leg. Extra legs at moderate rates." This local tailor seems to enjoy a sort of tripod patronage. There's a heap of satisfaction in knowing of a shop where one can get his third, fourth or fifth leg pressed and pulled at moderate rates.—*Pittsburg Gazette*.

SCENE—Cabstand near London. Lady distributing tracts, hands one to cabby, who glances at it, hands it back and says politely, "Thank you, lady, but I'm a married man." Lady nervously looks at the title, and reading, "Abide with me," hurriedly departs, to the great amusement of cabby.—*Spare Moments*.

BRONSON: Who is that seedy-looking fellow?

Lacey: He is a ruined shoe manufacturer who lost his money by advertising.

Bronson: How was that?

Lacey: He advertised to sell shoes, postage paid, for three dollars.

Bronson: Why was he not successful?

Lacey: He advertised in the Chicago papers.—*Brooklyn Life*.

"MAY I come in?" asked the careworn shade as St. Peter appeared in response to his knock at the gate.

"What was your occupation while on earth?" asked the veteran gatekeeper.

"I published a weekly newspaper," replied the applicant.

"Of course it had the largest circulation in the county?" said the old man in a tone that savored of sarcasm.

"No, the smallest," answered the man outside the golden portals.

And after St. Peter had recovered from the shock he threw the gate wide open and invited the new arrival to enter and take his choice of harps and halos.—*Chicago News*.

THE weary housekeeper walked into the store and paused beside the basket of eggs that bore the card labeled "Fresh this morning—thirty-eight cents."

"Give me a dozen of those eggs," she said. "I suppose you guarantee their freshness?"

"Well, no," said the storekeeper, hesitating a moment, "we wouldn't like to do that."

"But the card says 'Fresh this morning.'"

"Yes'm," the storekeeper admitted, reluctantly: "but you see we mean that it's the card that's fresh—not the eggs."—*Cleveland Plain Dealer*.

A VERY small girl in a Harlem apartment was observed by a friend of the family eating a certain cereal preparation. She seemed to eat, as the English are said to take their pleasures, sadly.

"Don't you like that, my dear?" inquired the friend.

"Not partic'ly," replied the little maid.

"Why do you eat it, then?" persisted the inquirer.

The daughter of the house paused with spoon on edge of bowl.

"It's got to be eaten," she answered gravely. "The groceryman gives mamma a rag doll for every two packages she buys, and it's got to be eaten every morning."

And she continued to eat cereal.—*Christian Endeavor World*.